

## Technical Specifications

### B4 ADVERT SPECS:

|                      |   |
|----------------------|---|
| <b>Quarter Page:</b> | 97mm x 144mm - Portrait   |
| <b>Half Page:</b>    | Bleeding square up to the page edge<br>210mm x 148mm + 5mm Bleed around all sides - Landscape |
| <b>Full Page:</b>    | Bleeding square up to the page edge<br>210mm x 297mm + 5mm Bleed around all sides - Portrait  |
| <b>Double Page:</b>  | Bleeding square up to the page edge<br>420mm x 297mm + 5mm Bleed around all sides - Portrait  |

### SUPPLYING LOGOS & ARTWORK:

|                          |  |
|--------------------------|--|
| <b>Colour:</b>           | All artwork must be supplied in CMYK not RGB or Pantone. If you have specific Pantone numbers we will match to the nearest CMYK colour.  |
| <b>Photo's / Images:</b> | Please supply as 300dpi Jpeg or Tiff. Images will be converted to CMYK if they aren't already in this format, this can cause changes in colour, so please be aware of this when sending. |
| <b>If supplying by:</b>  |  |
| <b>Illustrator</b>       | Images (CMYK 300dpi only) to be supplied unless embedded in the file.<br>Fonts to be supplied unless turned into line art.   |
| <b>Illustrator EPS</b>   | Eps files need a Preview, fonts and images (CMYK 300dpi only) embedded.  |
| <b>Freehand</b>          | Images (CMYK 300dpi only) to be supplied unless embedded in the file.<br>Fonts to be supplied unless turned into line art.   |
| <b>Freehand EPS</b>      | Eps files need a Preview, fonts and images (CMYK 300dpi only) embedded.  |
| <b>Photoshop</b>         | Please supply as 300dpi and CMYK (Supply all fonts unless flattened).  |
| <b>PDF</b>               | Please supply as High Res Print Ready file in CMYK colour with bleed and crop marks with fonts and images embedded.  |
| <b>QuarkXpress</b>       | If supplying artwork in Quark, please include all fonts and images (CMYK 300dpi)   |

NOTE: In all cases if artwork includes pictures, please include them with the artwork, unless already embedded. Also any fonts included in the artwork must be supplied, unless they have been converted to lines.

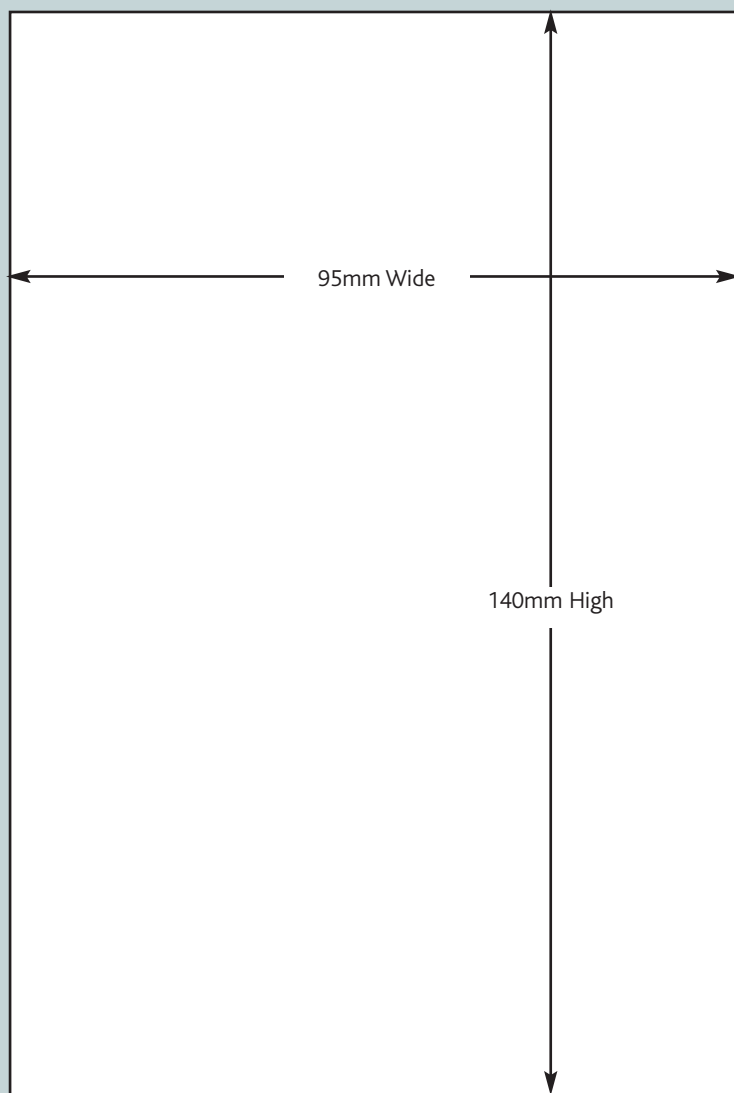
### SENDING ARTWORK:

Mail to: The Firs, Headington Hill, Oxford OX3 0BT  
Email to: [art@b4-business.com](mailto:art@b4-business.com)

# B 4 Magazine

## Technical Specifications

Quarter Page  
Advert  
95mm x 140mm  
Portrait  
Full Colour



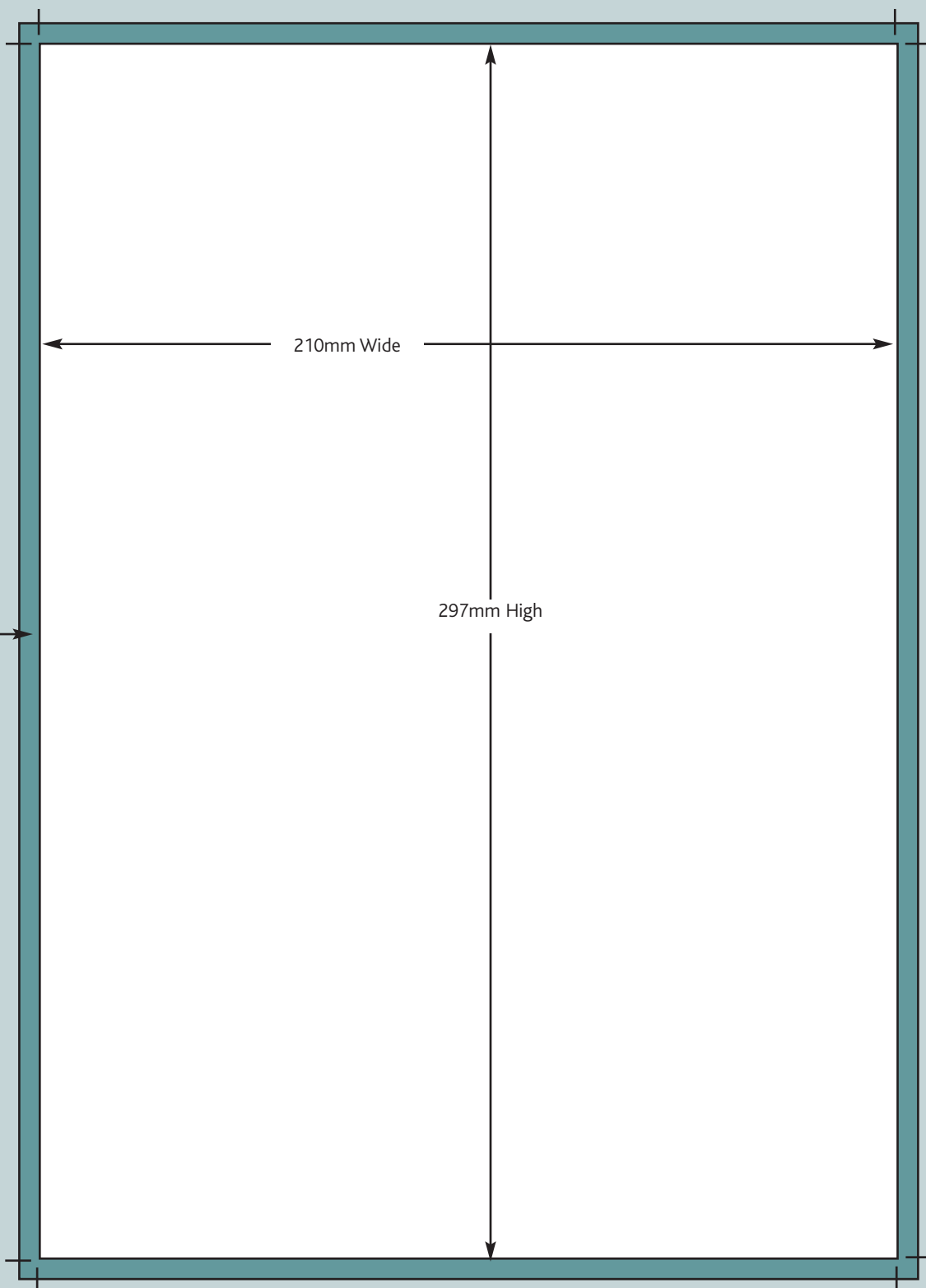
(Actual Size)

### Full Page Advert Bleeding to edge of page

210mm x 297mm + 5mm  
Bleed all round. (Bleed is the  
area trimmed off at the  
printers and must be added  
to all adverts that will run  
up to the edge of the page)

Full Colour

5mm Bleed to be added  
on each side of the Ad



(Not to scale)

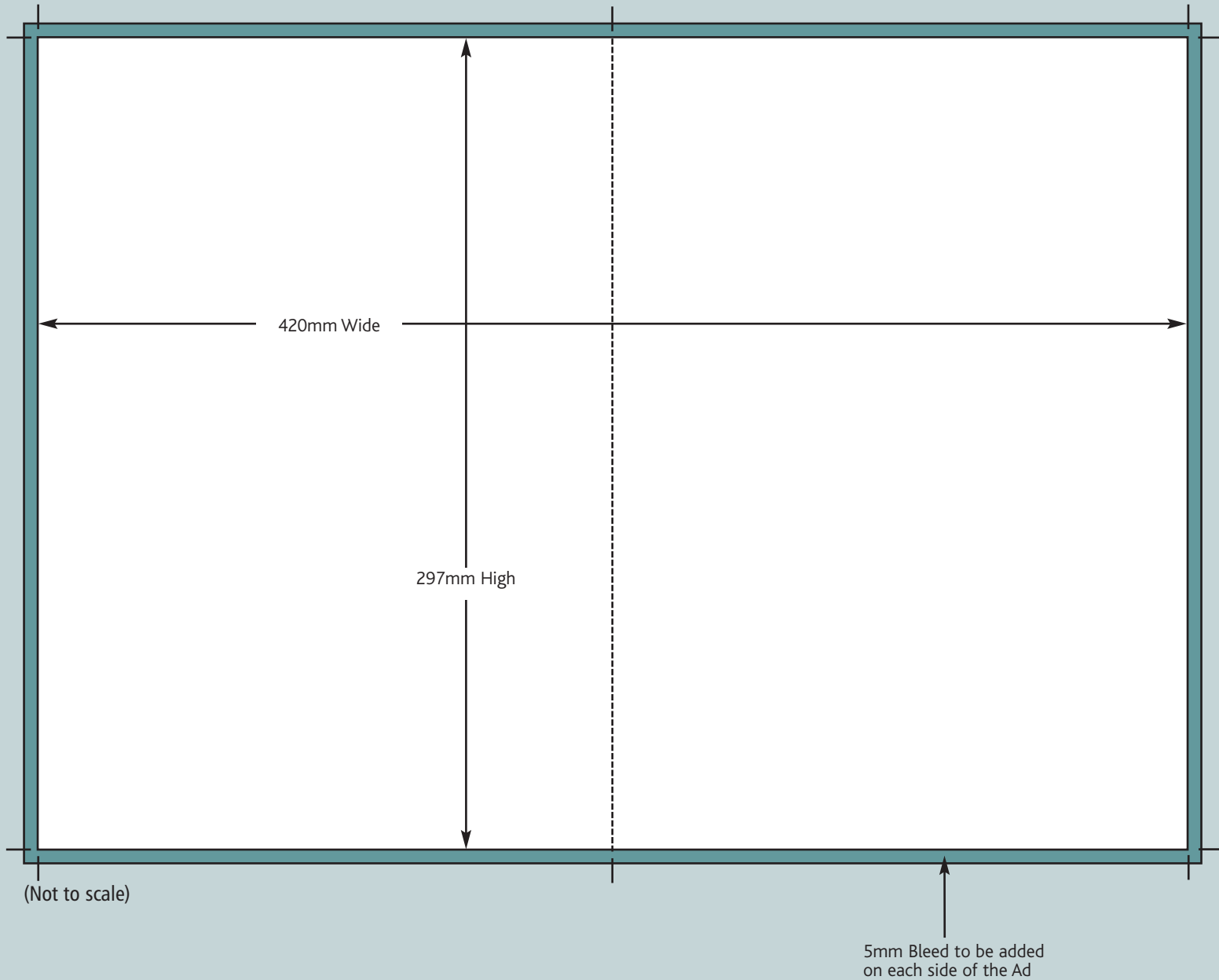
# B 4 Magazine

## Technical Specifications

### Double Page Spread Advert Bleeding to edge of page

420mm x 297mm + 5mm Bleed all round. (Bleed is the area trimmed off at the printers and must be added to all adverts that will run up to the edge of the page)

Full Colour



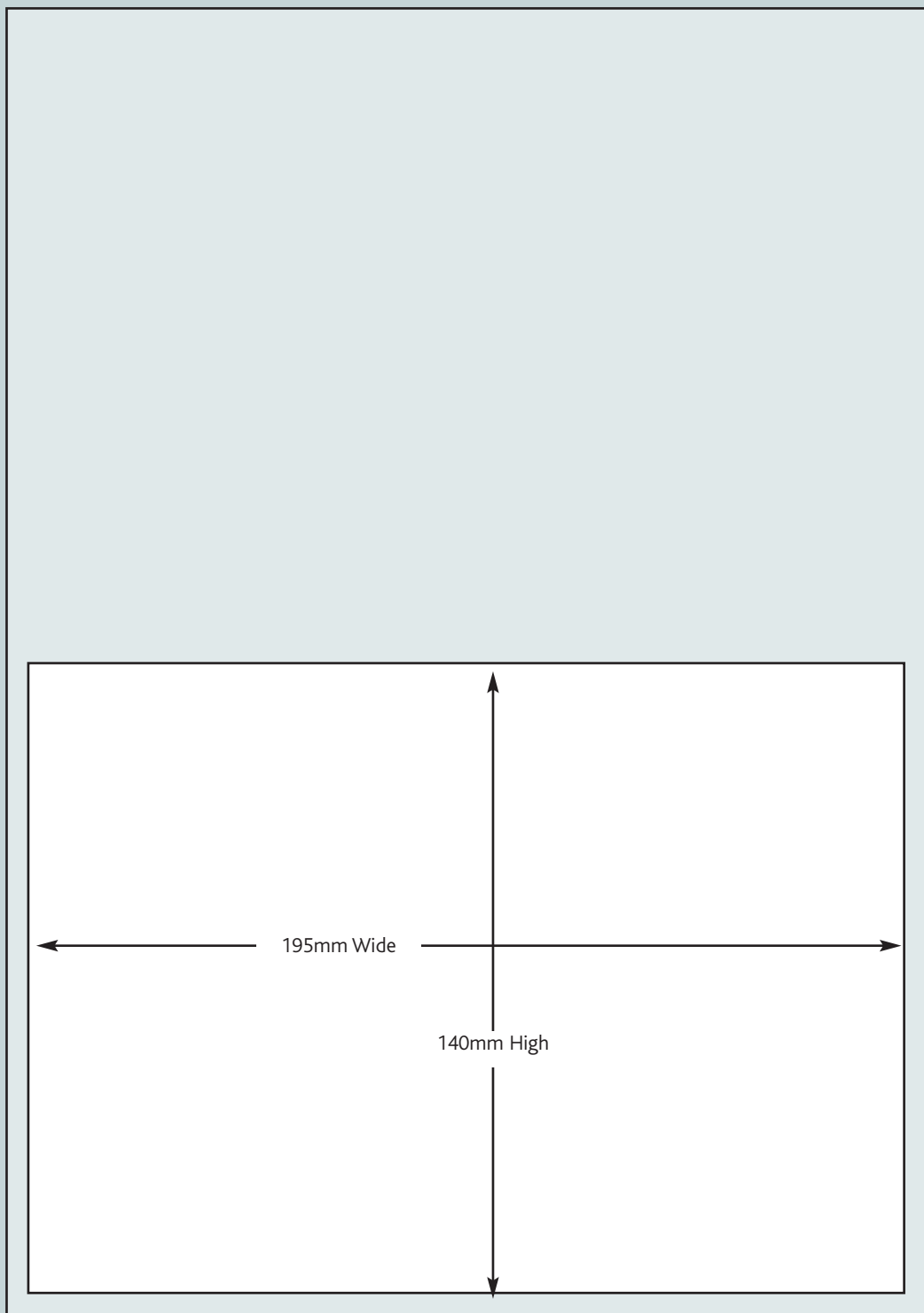
# B 4 Magazine

## Technical Specifications

### Half Page Advert

195mm x 140mm

Full Colour



(Not to scale)