

THE OXFORD MAP

S o u v e n i r M a p 2 0 0 9 / 1 0

Technical Specifications

Box Advert

89mm x 25mm
Full Colour

89mm x 25mm

Quarter Page Advert

89mm x 48mm
Full Colour

89mm x 48mm

Half Page Advert

89mm x 90mm
Full Colour

89mm x 90mm

(Actual Size)

THE OXFORD MAP

S o u v e n i r M a p 2 0 0 9 / 1 0

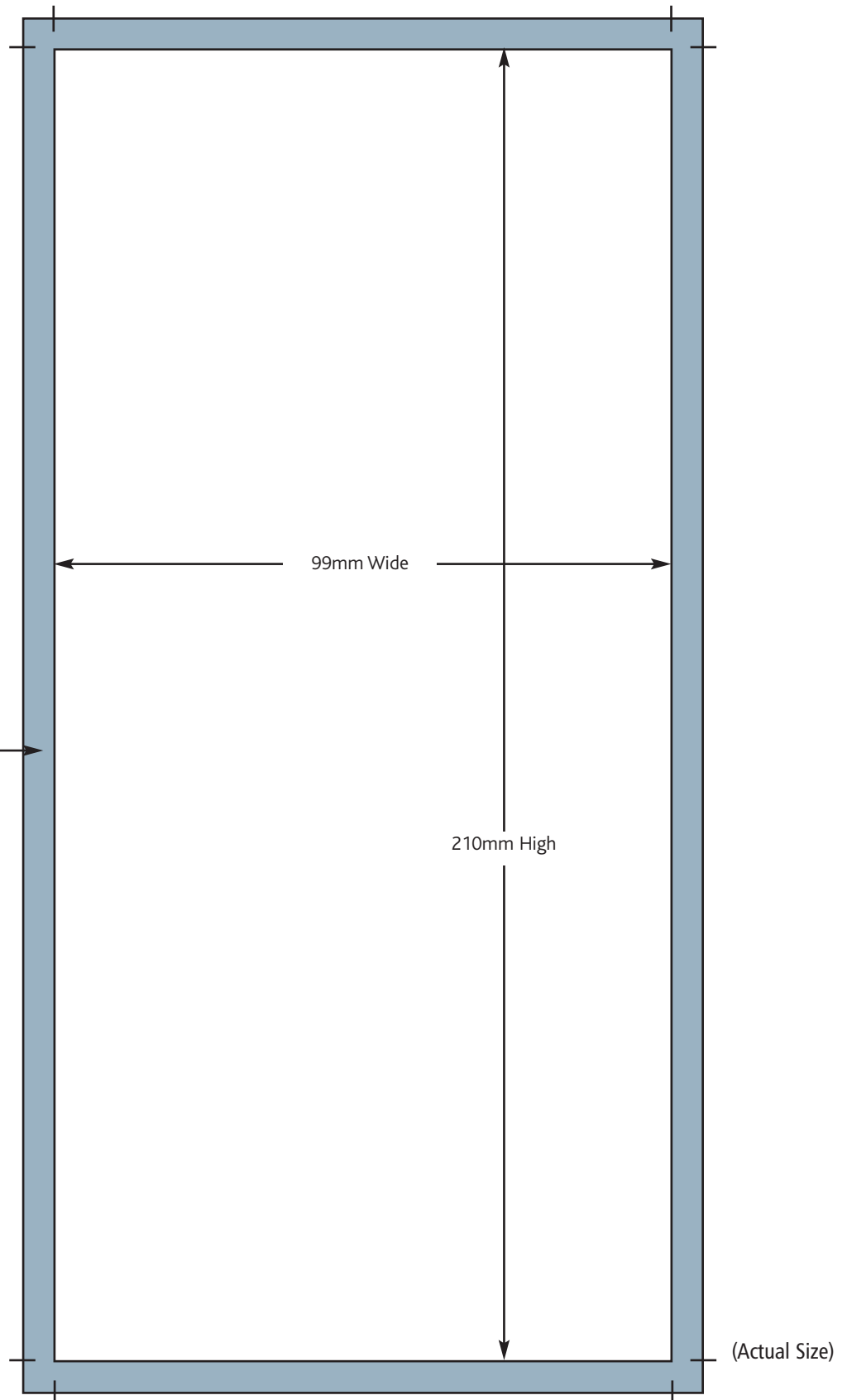
Technical Specifications

Full Page Advert Bleeding to edge of page

99mm x 210mm + 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



THE OXFORD MAP

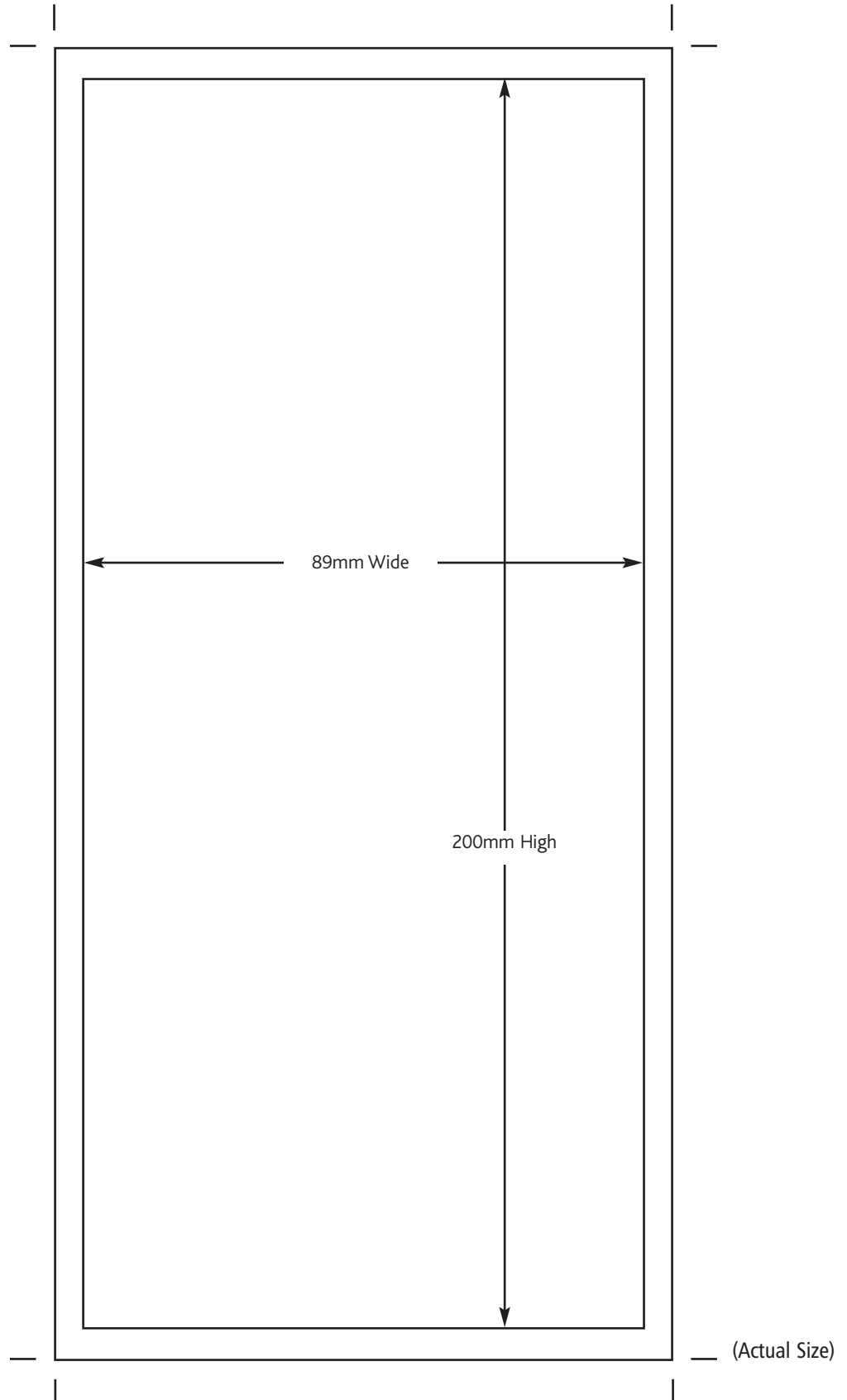
S o u v e n i r M a p 2 0 0 9 / 1 0

Technical Specifications

Full Page Advert
Fitting inside of
page

89mm x 200mm

Full Colour



T H E B E S T I N
OXFORD
S o u v e n i r M a p 2 0 0 9 / 1 0

MAP ADVERT SPECS:

Box:	89mm x 25mm - Landscape
Quarter Page:	89mm x 48mm - Landscape
Half Page:	89mm x 93mm
Full Page:	Bleeding up to the page edge 99mm x 210mm + 5mm Bleed around all sides - Portrait
Full Page:	Sitting 5mm inside page edge 89mm x 200mm - Portrait

SUPPLYING LOGOS & ARTWORK:

Colour: 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.

Photo's / Images: Please supply as 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.

If supplying by:

Illustrator Images (CMYK 300dpi only) to be supplied unless embedded in the file.
Fonts to be supplied unless turned into line art.

Illustrator EPS Eps files need a Preview, fonts and images (CMYK 300dpi only) embedded.

Freehand Images (CMYK 300dpi only) to be supplied unless embedded in the file.
Fonts to be supplied unless turned into line art.

Freehand EPS Eps files need a Preview, fonts and images (CMYK 300dpi only) embedded.

Photoshop Please supply as 300dpi and CMYK (Supply al fonts unless flattened).

PDF Please supply as High Res Print Ready file in CMYK colour.

QuarkXpress 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.