



CLASSIC & CONTEMPORARY
OXFORD
M A P

Product Specifications

GEKKO MAPS

The Oxford City Map was first published in 2005 and has now been re-branded as the Classic & Contemporary Oxford Map.

50,000 copies of this A2, full colour double-sided map will be published this year and will include maps of Oxford City Centre, the Ring Road and Oxfordshire.

Copies: 50,000

Publication Date: May of each year

Circulation: 50,000 copies distributed free of charge to a range of advertisers, key customers of In Oxford Magazine and Hotels.

Depending on demand, the Maps are also included in Conference Packs which are sold to Conference Organisers for their delegates.

Publication Size: A2 (Folded to D/L)

Paper quality: 130gsm

Rates

ADVERTISING RATES (all rates plus VAT)

Small Box 89 x 25mm	£200
Quarter Page 89 x 48	£300
Box Ad 89 x 90	£500
Full Page 89 x 200	£800

COPIES

Product	Copies	Copies	Copies	Copies
Gekko Map	1 - 10	11 - 20	21 - 50	50+
Price per copy	£1	90p	80p	70p

The Firs, Headington Hill, Oxford OX3 0BT Tel: 01865 742211 Fax: 01865 741391
Email: info@gekkoguides.com (enquiries) art-work@btconnect.com (artwork). Web: www.gekkoguides.com

The Classic & Contemporary Oxford Map is a product of Designs On Ltd., Registered in England No. 3294745
Registered Office: The Firs, Headington Hill, Headington, Oxford OX3 0BT.
Directors: C.R. Rosser, S. Rosser.

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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)

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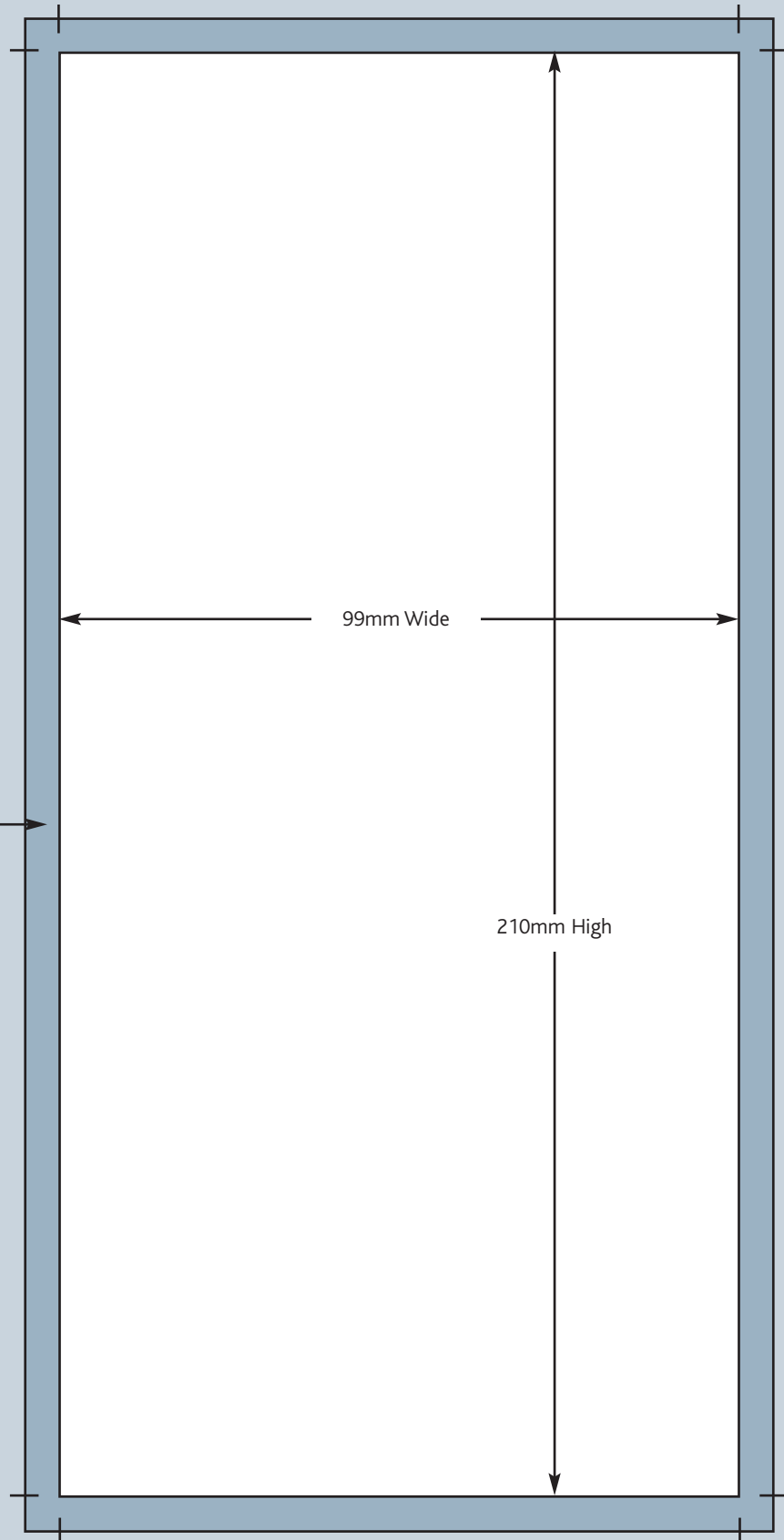
Technical Specifications

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



(Actual Size)

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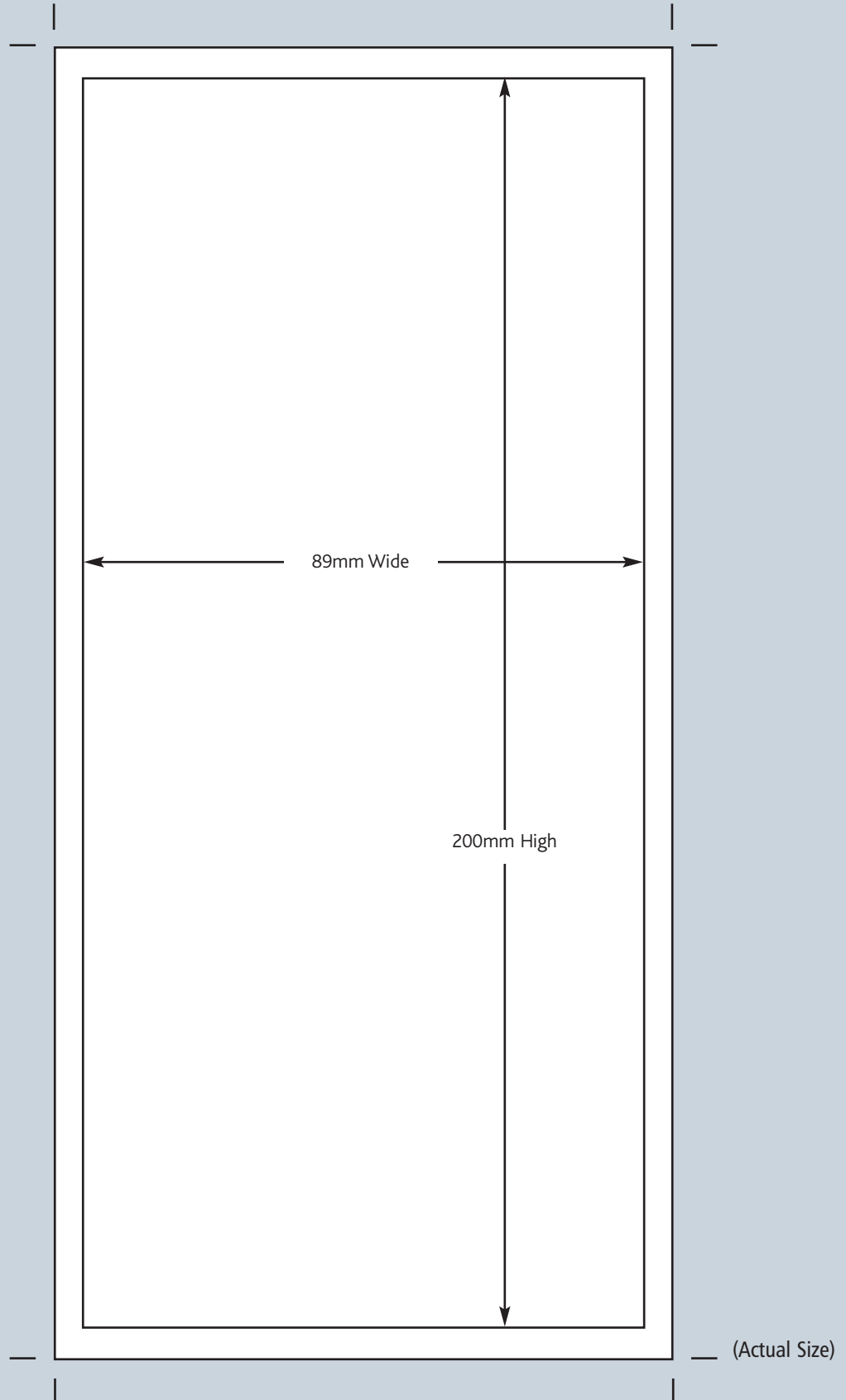
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Technical Specifications

Full Page Advert
Fitting inside of
page

89mm x 200mm

Full Colour





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Technical Specifications

GEKKO 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 all 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.