The View

A4 Basic Print Specifications and Advert Sizes

- All files should be in Adobe Portable Document Format (PDF) version 1.3, preferred PDF files from QuarkXPress or InDesign using Pass4Press PDF settings.
- All transparency and layers flattened.
- Magazine settings differ from the Newsprint settings in just four areas . . . Transparency Flattener is 2400 and 600; Images, 300 dpi for contones and a minimum 600 dpi (max. 1200) for lineart; Total Ink Limit in images is 300%.
- Fonts should be embedded/subset and should be PostScript Type1, TrueType or OpenType
- CMYK Colour only (No spot / Pantone colour or RGB colour)
- Magazine image resolution 300dpi
- Magazine TAC 300%, the use of ISOcoated_v2_300_eci.icc is recommended. ·
Neither custom transfer functions nor custom halftones should be used
- Crop, Bleed and Trim marks must not be used, unless it is for a full page advert or double page spread.
- When creating a double page spread, please keep all important information 20mm from the centre-line due to binding.
- N.b. If the full page advert or double page spread could be mistaken for editorial, it has to state 'PROMOTIONAL FEATURE' on the top of the advert.
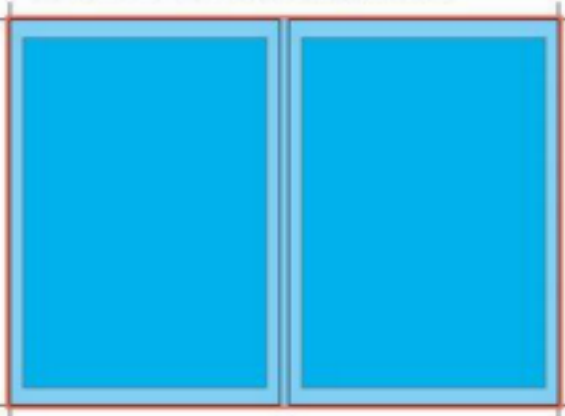
Rates
A4 Full page £1500
A4 half page £850
A4 quarter page £550

The View

Double Page Spread (28x8)

Size Type: Trim, Bleed & Crops
Bleed Details: 3mm on all sides
Space Outside Trim: 10.0mm
InDesign Offset: 4.7mm

	Height		Width
Trim Size:	297mm	x	420mm
Bleed Size:	303mm	x	426mm
Type Area:	270mm	x	400mm
PDF Size:	317mm	x	440mm

28x8 InDesign Template

FULL PAGE A4   £1500 Double Page Spread £2500

Half Page Vertical (28x2)

Size Type: Type Area Only
Bleed Details: No Bleed
Space Outside Trim: N/A
InDesign Offset: N/A

	Height		Width
Trim Size:	270mm	x	93mm
Bleed Size:	None	x	None
Type Area:	270mm	x	93mm
PDF Size:	270mm	x	93mm

28x2 InDesign Template

The View

Half Page Vertical (28x2)

Size Type: Type Area Only
Bleed Details: No Bleed
Space Outside Trim: N/A
InDesign Offset: N/A

	Height		Width
■ Trim Size:	270mm	x	93mm
■ Bleed Size:	None	x	None
■ Type Area:	270mm	x	93mm
■ PDF Size:	270mm	x	93mm
28x2 InDesign Template			