

Print Advertising Advertising Artwork Specifications

These specifications are to assist your designer in creating artwork that conforms to the requirements of *Antiques Trade Gazette*. Any material supplied that is incorrect may be rejected. The advertiser is responsible for final accurate artwork supplied to *Antiques Trade Gazette* for publication. Alternatively, the ATG production team can design your advertisement for you, which is a complimentary service offered to all *Gazette* advertisers. Contact us at advert@antiquetradegazette.co.uk

Info for non-designers

1. Please create your advert to the exact dimensions (see specification pages).
2. Check accuracy of copy and images prior to submission.
3. If you are incorporating images into your artwork, please read the notes about image quality and copyright below. ATG is printed on 4 colour Litho presses but utilises an RGB workflow to optimise colour management. Images need to be supplied at a minimum of 300dpi (print quality). DO NOT use 72dpi (screen/web quality), image quality will be compromised.
4. Print your advert to a PDF file. PDFs are generally produced using Adobe Acrobat Distiller – part of the paid-for version of the Adobe Acrobat program – but if you don't have that here's what to do:
Mac OSX: You don't need any additional software. Just choose 'Save as PDF' in the usual Print dialog box.
Windows: If you're using Windows 7 or higher just Save as PDF -> Standard. If your version of Windows is earlier than Windows 7 then you will need to use a third-party PDF generator. Adobe offers a free online service which you will find at:
<https://www.acrobat.com/createpdf/en/home.html>
5. Before you submit your artwork to us, please check it carefully using Adobe Acrobat Reader.
6. Email your PDF to your account handler or advert@antiquetradegazette.co.uk
Maximum attachment size 9Mb.
Larger files can be sent via free to use online providers:
www.yousendit.com
www.WeTransfer.com
7. Please contact the ATG Production team should you have any issues with regards to laying out your advertisement. We are always glad to help you get the best out of your advertisement.

Supplying Files

Files/copy should be sent to:
advert@antiquetradegazette.co.uk

Note: If the files/copy are greater than 9Mb in size, please use a file transfer service such as **WeTransfer** (which is free to use) to supply your copy to us.

Info for designers

The following pages contain specifications for creating advertisements for *Antiques Trade Gazette*.

File Requirements

File Types:

All advertising should be supplied as PDF or TIFF files.

Colour: see below.

Resolution: Minimum 300dpi.

Fonts: Fonts should be either embedded or outlined prior to saving. Any files that do not include fonts will NOT be accepted. Font legibility - 6pt minimum.

Images: Image files need to be supplied at 300dpi.

All images supplied, whether photography or illustration, must be owned by the supplier or used with permission of the copyright owner.

Bleed: Only full page bleed ads should have a bleed of 3mm on all sides. Please supply artwork with standard registration and crop marks. All other ads should have NO bleed.

We do **NOT** accept artwork supplied in the following formats: Illustrator, Quark Xpress, Corel Draw, Word, Powerpoint, Excel. Please export/save as a PDF and supply electronically via email or file transfer service.

Antiques Trade Gazette reserves the right to return any advertisement that does not fulfil these specifications.

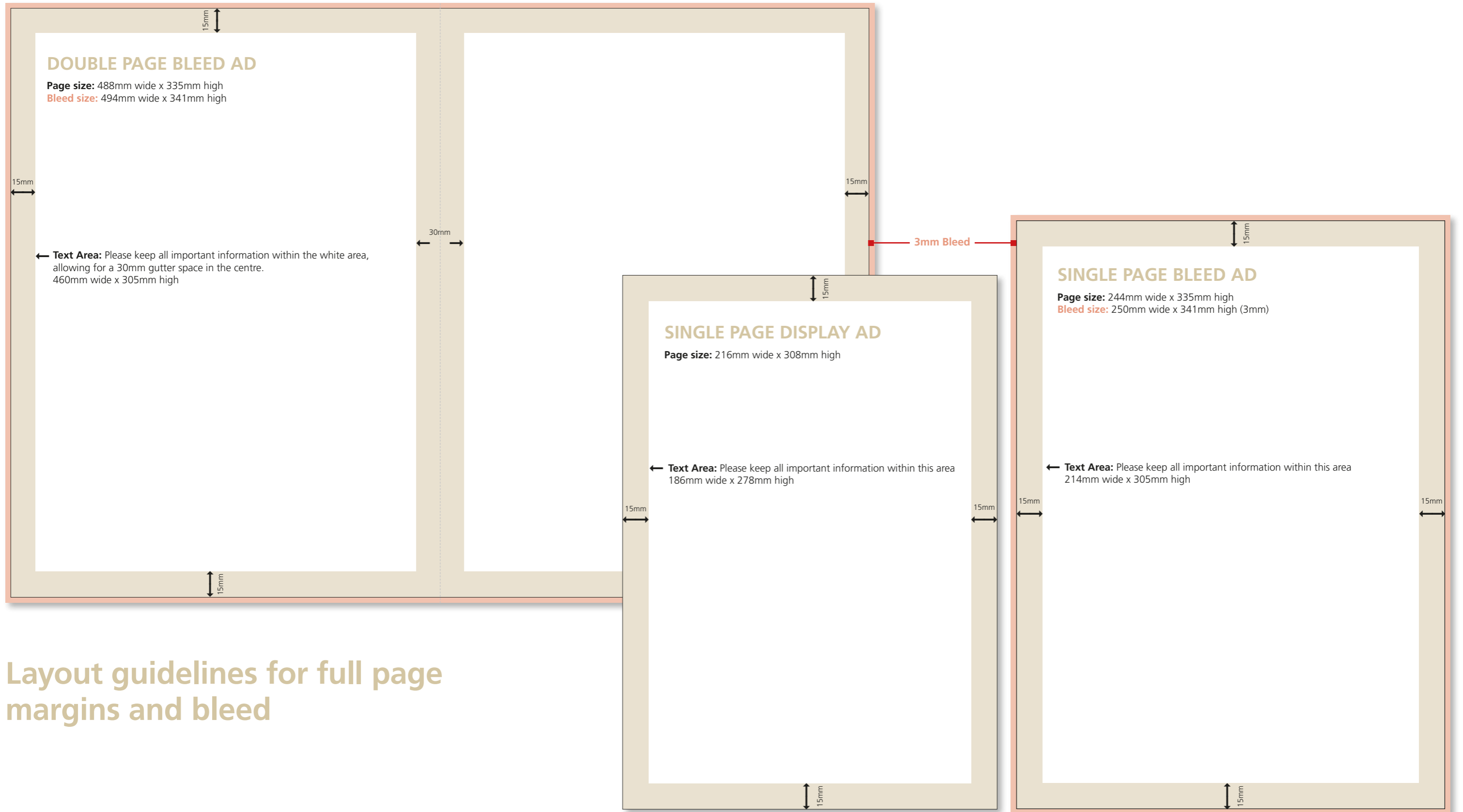
Colour Management

Antiques Trade Gazette production operates within the RGB colour space which enables us to optimise colour management. Artwork should be supplied in RGB, not CMYK. Files/images not using this colour profile will be converted in-house. This may cause a minimal shift in colours. Please check your PDF proof on colour calibrated monitors for optimum approval.

Copy deadline:

Tuesday 12 noon (UK time)

Please note: copy supplied after deadline cannot be guaranteed for inclusion in the following week's publication. *Antiques Trade Gazette* is posted to subscribers on Monday of each week (subject to Bank Holidays, etc.)



Layout guidelines for full page margins and bleed

Display advertising sizes

Please note:
Standard display adverts have no bleed and should be provided to the exact dimensions as described.

EIGHTH DISPLAY AD

Ad size:
106mm wide x 74mm high

TWELFTH DISPLAY AD

Ad size:
69mm wide x 74mm high

SIXTH HORIZONTAL DISPLAY AD

Ad size: 142mm wide x 74mm high

QUARTER PAGE VERTICAL DISPLAY AD

Ad size:
106mm wide x 152mm high

SIXTH VERT DISPLAY AD

Ad size:
69mm wide x 152mm high

SIXTH BANNER DISPLAY AD

Ad size: 216mm wide x 50mm high

HALF PAGE VERTICAL DISPLAY AD

Ad size:
106mm wide x 308mm high

THREE-EIGHTHS DISPLAY AD

Ad size:
106mm wide x 230mm high

THREE-QUARTER DISPLAY AD

Ad size:
216mm wide x 230mm high

QUARTER PAGE HORIZONTAL DISPLAY AD

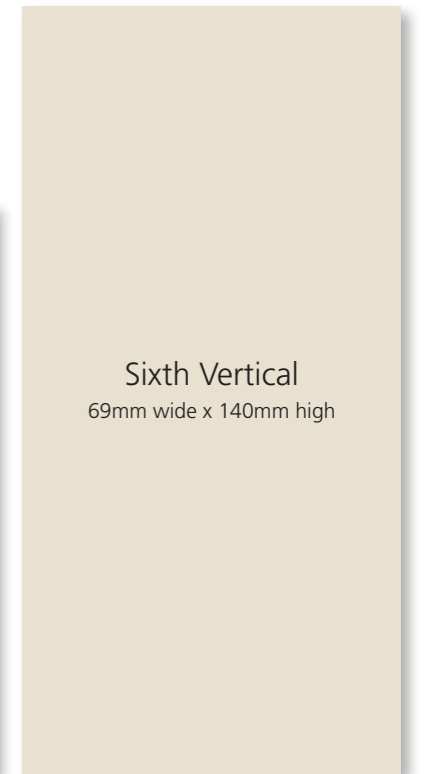
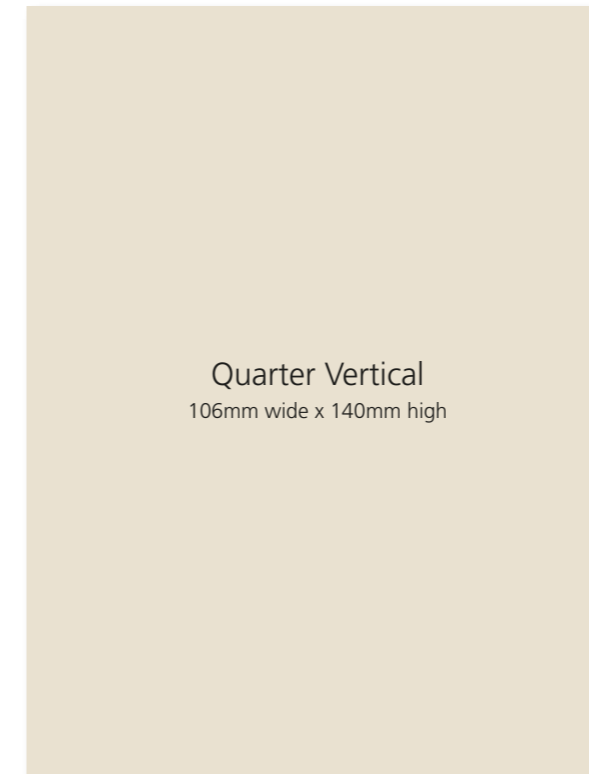
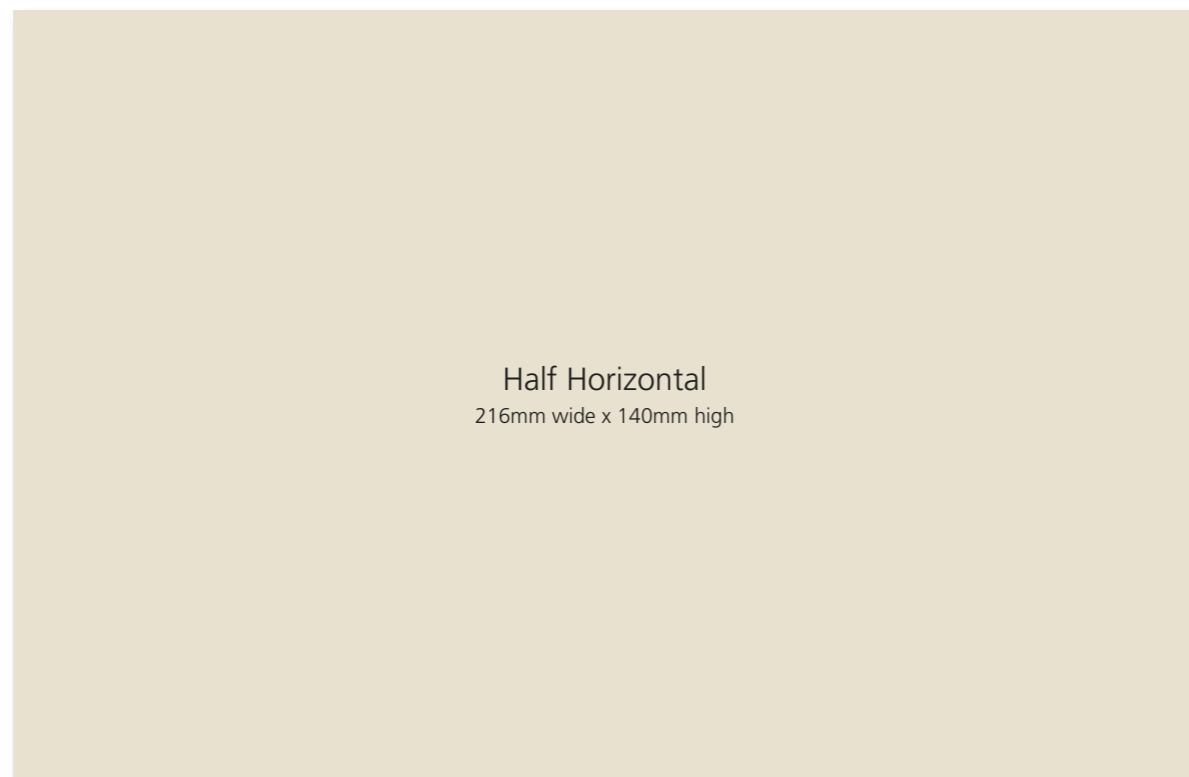
Ad size: 216mm wide x 74mm high

HALF PAGE HORIZONTAL DISPLAY AD

Ad size: 216mm wide x 152mm high

Fairs and Classifieds

Adverts within the **Fairs and Classified** section of the magazine have additional options.



Fairs and Classifieds

Box Adverts

