

What To Do Now Section

All sizes in millimetres	Bleed (mm)	Trim (mm)	Type (mm)
Page	308 x 226	300 x 218	276 x 183
DPS	308 x 452	300 x 436	276 x 396

All measurements given as height (mm) x width (mm). Please note that we are unable to repeat your advert if not supplied to these sizes. When supplying a DPS allow a 6mm gutter/double image allowance (3mm per page). This allowance should be on the spine edge and within the trim width.

File Transfer Methods

Our preferred method of supply is via Quickcut. If you are not already a Quickcut user, please call Quickcut on 020 7539 8400 or visit <http://www.qp5.com.au/demo.htm>

Alternative methods of delivery are available. Please call your production contact on the details below.

Gardeners World magazine only accepts **PDF X1a-2001** files generated using professional PDF creation Software and in accordance with the **Pass4Press v6** settings. For details visit

www.ppa.co.uk/pass4press/index.html

Ensure the **ISOCoated v2 bas.icc** profile is set within your PDF X1a-2001 file as the **output intent**.

Before sending your ad material, please ensure:

- ✓ All images are high resolution (minimum of 300 dpi)
- ✓ All images are CMYK
- ✓ You include a hard-copy digital proof run from the file supplied in accordance with the ISOCoated v2 bas.icc profile
- ✓ Your PDF has 3mm bleed and 10mm all round to include registration marks – these should be offset by 9pt

Hard Copy Proofs

Files **MUST** be accompanied by a digital proof, **generated from the file supplied at 100% of final size**. The Fogra CMYK Media Wedge V2.0 should be included outside the page area reflecting the relevant output intent, **ISOCoated v2 bas.icc**. For details visit <http://www.fogra.org/mediawedge/>
Proofs should be validated using the wedge and a proof control system and the approved sticker or full report attached.

BBC Worldwide will not accept responsibility for any errors that result due to the non-provision of a hard copy proof or the provision of a hard copy proof which does not conform to the Hard Copy Proofs specification set out on Page 2.

Please proof and copy instruction to:

Sarah Barker

Ad Services, BBC Worldwide

Room C100, Woodlands, 80 Wood Lane, London W12 0TT

Tel:020 8433 1644, Fax: 020 8433 3824, Email: sarah.barker@bbc.co.uk

All disks and proofs should be supplied with a copy instruction detailing which magazine the ad is booked into, date of insertion and supplier contact details.

Please do not send ad material to the Sales Executive in charge of your booking

The following specification details the requirement for supplied files for a **perfect bound** magazine printed by heat-set web offset and trimmed to size 300 x 218mm. Supplied files must be in the correct format and conform strictly to this specification.

Digital File Format

Adobe Acrobat Distiller 6.x or 7x are the required applications for creating PDF files. Other professional software applications such as Dalim Twist and OneVision Asura are also acceptable. Files must conform to the PDF X1a-2001 standard with the output intent set to ISOCoated v2 bas.icc

The profile is available on our web site:

www.bbcmagazines.com/ads/production.html

We also advise that all digital images used in the advertisement are converted to this CMYK profile.

PDF files to be supplied as composite CMYK. If a spot colour is required, please contact the publisher.

Files must be supplied as single pages.

Please allow 3mm bleed all round. Trim marks must be included, offset by 9pt

Trim marks should be supplied to **trim size** and not type area.

Live matter should be at least 5mm away from trim.

All PDF pages must have the same document area offset. The paper width and paper height should be set to be 20mm bigger than the document trimmed size. Page position should be centred. This provides the 10mm border around the pages essential for the printer's imposition software.

Files must contain all images in high resolution (300 dpi recommended), and in CMYK format.

All fonts must be embedded.

Files must be supplied as single pages with only one ad per file.

Pages must be supplied upright and read left to right

No password or security options should be allocated to the PDF settings

Quark, InDesign and Acrobat Distiller settings can be viewed at

www.ppa.co.uk/pass4press/index.html

Flightchecking

All files should be run through a flightchecking application to ensure file and colour integrity.

The flightcheck report must be supplied with the file.

The flightchecker must ensure the following:

PDF X1a-2001 compliance

Image resolution between 280dpi and 350dpi

All fonts embedded

Colour = CMYK

Content of digital files must be verified and all relevant graphics and fonts must be included.

The file content remains the responsibility of the sender.

File Transfer Methods

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If you are not already a Quickcut user, please call Quickcut on

020 7539 8400 or visit <http://www.qp5.com.au/demo.htm>

Alternative methods of delivery are available.

Please call your production contact.

Hard Copy Proofs

Every advertisement supplied to BBC Worldwide in PDF format will be accompanied by a hard copy digital proof in accordance with the following specification:

Proofs must be generated from the supplied PDF. Proofs made from any other source are not acceptable.

Proofs must be 100% of final size, customer approved, colour

contract proofs, minimum 300 dpi in any of the following formats:

All digital contract proofs must have a Fogra Media Wedge and a 'pass' sticker or full report, referenced to the ISOCoated v2 bas.icc printing condition used for the production of this magazine.

BBC Worldwide will not be liable for any error in any published advertisement or any direct, indirect or consequential loss or damage which results from the publication of any advertisement supplied to BBC Worldwide in PDF format which is not accompanied by a hard copy digital proof or which is accompanied by a hard copy digital proof which does not conform with the above specification.

Publisher's Procedures

All material must be provided to BBC Worldwide not less than 2 days in advance of the published copy date to allow time to provide to BBC Worldwide revised material when necessary.

The cost of providing proofs for use by the Agency and the work involved in reproofing revised files will be met in full by the Agency.

BBC Worldwide does not accept responsibility for deficiencies in reproduction resulting from the use of supplied material which does not conform to specification.

General Notes

All text to be a minimum of 5mm from the trim.

Tick marks should be supplied to **trim size** and not type area.

Incorrect supply of material can incur charges.

Thin lines, box rules, medium and small size type matter and detail should ideally be reproduced in one colour.

Reverse lettering should be produced with a minimum of colour, using the dominant colour for the shape of the letter, and making lettering in subordinate colours slightly larger to reduce register problems.

Minimum 6pt for standard fonts. Script and fine serif fonts 10pt.

Amendments should be re-supplied as complete advertisements as a PDF.

Contact Details

Please send proof to:

Sarah Barker, Ad Services, BBC Worldwide

Room C100, Woodlands, 80 Wood Lane London W12 0TT

tel: 020 8433 1644 fax: 020 8433 3824

email: sarah.barker@bbc.co.uk

All proofs should be supplied with a copy instruction detailing which magazine the ad is booked into, date of insertion and supplier contact details.

Please note that these conditions form part of your contract with us and should be read together with our Terms and Conditions of Acceptance, which can be viewed at

<http://www.bbcmagazines.com/ads/terms.html>