

All sizes in millimetres	Bleed (mm)	Trim (mm)	Type (mm)
Page	308 x 228	300 x 220	280 x 200
DPS	308 x 448	300 x 440	280 x 420
Half page horizontal	150 x 228	146 x 220	136 x 200
Half page vertical	308 x 107	300 x 106	280 x 93
Quater page advert	150 x 107	146 x 106	136 x 93
Quater page strip (horizontal)	75 x 228	71 x 220	61 x 200
Quater page strip (vertical)	308 x 51	300 x 47	280 x 37

All measurements given as height (mm) x width (mm).

Type area ads must be supplied centred within the relevant trim size with trim marks supplied to trim size not type area.

**\*\*\* All adverts must include the word 'ADVERTISEMENT' at the top of the advert, in font size no smaller than 10 points. Adverts which DO NOT include this word will be rejected. \*\*\***

### **Data must be supplied to the correct size and conform to the Digital File Specifications below:**

The following specification details the requirements for a saddle stitched magazine printed by web offset and trimmed to: 300mm x 220 mm

#### **File Delivery**

Files should be supplied via our free online delivery site. File providers must click on the weblink icon that will be emailed immediately following order confirmation. If you are already using an alternative managed delivery site (e.g. Quickcut) then please continue to do so if this is your wish.

#### **File Specification**

Advertisements must be supplied as PDF X1a: 2001(PDF version 1.3) files compliant with Pass4Press guidelines detailed at <http://www.ppa.co.uk/resources/guides-and-standards/production/pass4press/>

#### **Document Preparation**

Please refer to: <http://www.ppa.co.uk/resources/guides-and-standards/production/pass4press/>

All bitmap images within your PDF file must be converted to **ISOCoated\_v2\_300\_bas.ICC profile** to ensure optimal colour reproduction. The profile can be downloaded at: <http://www.bbcmagazines.com/ads/production.html>

#### **Fonts**

All fonts must be embedded.

#### **Marks and bleed**

4mm bleed, trim marks and page information must be included on your PDF – please refer to the Pass4Press V8 guidelines on configuring applications at: <http://www.ppa.co.uk/resources/guides-and-standards/production/pass4press/>

#### **Pre-send checklist**

- ✓ All images are high resolution (minimum of 300 dpi)
- ✓ PDF is CMYK and conforms to the **ISOCoated\_v2\_300\_bas.ICC profile** output intent
- ✓ Bleed, trim marks and page information are included
- ✓ **You MUST have the word 'ADVERTISEMENT' on your advert**

## Document setup

Page ads must be supplied as PDFs only, upright and read left to right. Live matter must be positioned a minimum of (5mm) inside the trim area.

## Repeats

PDFs cannot be amended by BBC Worldwide or the printers.

Adverts requiring amendments such as new key codes must be resupplied as a new PDF

## Important Notes

- No letters or words to be split over a double page spread
- 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.
- Ad copy for all Youth and Children's magazines should be appropriate for each title's target age-group, including any internet links that may feature in your advert. If your Ad copy contains **child-centred activities** (such as puzzles) or a **competition**, please supply it at least 5 working days **before** the Ad copy deadline, so it can be checked by our editorial or legal teams. Our editorial team will check your advert's content and offer advice to ensure it is correctly pitched.
- Preschool only: If you're planning to include child-based content in your advert, we recommend colouring-in activities – these are enjoyed by the whole preschool age-group.

**BBC Worldwide will not accept responsibility for content or colour inaccuracies resulting from failure to provide files according to the above specification. We do not require a hard copy proof and any proofs supplied will not be passed onto the printer. BBC Worldwide will use all reasonable endeavours to minimise the impact of non-conforming files but will not accept responsibility for any failure to achieve the desired result.**

## Contact Details

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All About Animals, In the Night Garden, Toybox

Doctor Who, Cbeebies Art, Cbeebies Animals, Cbeebies Specials, Zingillas

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Bob the Builder, Cbeebies, Girl Talk, Waybuloo,

Charlie & Lola, Something Special

## **Address:**

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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.bbcmagazinesadvertising.com/Advertising-terms.html>