

REQUIRED FORMAT

All advertisements should be supplied as PDFs. These are created by distilling a postscript file of your artwork in Adobe Acrobat. The PDF should be output to Pass4press standards (a set of best practice guidelines that focuses on the complete workflow). For more detailed instructions our printer recommends you visit their website where guides and Plug-ins are available as free downloads for most operating platforms:

[pass4press/PDFguidelines](#)

TRANSMISSION

Files must be labelled with the advertiser's and publication's name, and may be sent by e-mail to production@bestexecution.net *[We cannot accept liability for colour variance unless a colour proof is provided].*

DIRECTORY LISTING

If you are providing a directory listing, we will require no more than 150 words of text, your full contact details, and your logo (as an Illustrator EPS, with the fonts saved as outlines). Colours must be saved as CMYK, not RGB). These should also be sent by e-mail to: production@bestexecution.net

DIMENSIONS (N.B. Our page is NOT A4):

Full page Trim size w.170mm x h.225mm
Type area w.145mm x h.195mm
Bleed size w.176mm x h.231mm

Half page Vertical w. 70mm x h.200mm
Horizontal w.145mm x h. 95mm

Double page (DPS)

Please supply as two single pages, and allow at least a 15mm text gap on either side of the centre line to allow for the gutter. Provide two files, and clearly identify in the file name which is right and which is left.



The four most common errors [please double-check before sending]:

- There is no bleed. Trim marks should always be on the PDF with at least 3mm bleed.
- The colours are not all converted to CMYK (our printer's system will convert RGB to CMYK but with potentially unpredictable results).
- The page size is wrong;
- The images are not high-res (300dpi).

If these four elements are correct then the file is almost certainly OK.

If you have any problems please do not hesitate to call:

Matthew Moore, Best Media Intelligence Elizabeth House, 39 York Road, London SE1 7NQ, UK
tel: +44 (0)20 7928 6796 e-mail: matt.moore@bestexecution.net