



FOOD *and* TRAVEL

RATE CARD AND TECHNICAL SPECIFICATION

RATES

£

Double page spread	7,000
Whole page	3,600
Half page	1,950
Quarter page	1,080

Special positions

Cover spread	9,100
Inside back cover	4,450
Outside back cover	5,550
Specified positions	+10%
Bleed	+10%
Classified (min. 3cm)	45 per s.c.c.
Brochure panel	350
Loose and bound inserts	price on application

Series discounts available, please call to discuss

SPECIFICATION

DPS

Bleed size	291 mm x 446 mm
Trim size	285 mm x 440 mm
Type size	265 mm x 420 mm

Half DPS

Bleed size	145 mm x 446 mm
Trim size	142 mm x 440 mm
Type size	130 mm x 420 mm

IMPORTANT: Always include a 6mm gutter down the centre of the DPS within the dimensions given above, otherwise text and pictures will get lost within the binding.



FOOD *and* TRAVEL

SPECIFICATION (CONTINUED)

Full Page

Bleed size	291 mm x 226 mm
Trim size	285 mm x 220 mm
Type size	265 mm x 200 mm

Half Page; horizontal

Bleed size	145 mm x 226 mm
Trim size	142 mm x 220 mm
Type area	130 mm x 200 mm

Half Page; vertical

Bleed	291 mm x 116mm
Trim size	285 mm x 110 mm
Type area	265 mm x 98 mm

Quarter page

Quarter page display	130 mm x 98 mm
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Classified

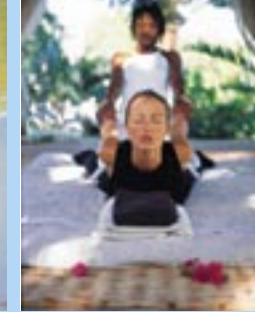
1 column	46.5 mm
2 column	96 mm
3 column	145.6 mm
4 column	195 mm
Quarter Page	120mm x 96mm

Files should be supplied as follows:

Please supply copy in the following format to the correct size as stated above. Any copy that is not supplied in the correct format cannot be used.

DISPLAY AD COPY

High-resolution PDF (300dpi) with all fonts embedded and all images converted to CMYK. Should be saved as high resolution in composite format, using prinerigy refiner ppd or press optimised Acrobat version 3 compatibility. Do not save copydots as pdf. Do not use group 4 compression. **Always supply a final colour proof.** If copy is not supplied in the correct format, or a colour proof is not provided then we can not guarantee the correct reproduction of the copy.



FOOD *and* TRAVEL

Files should be supplied on CD, in PDF format to the following address:

Production Manager
Green Pea Publishing
Suite 51, The Business Centre
Ingate Place
London SW8 3NS
tel. 0207 501 0511

A production charge will apply for ads sent on ISDN (see below)

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EPS: high resolution picture format must be saved to 300dpi and all images converted to CMYK, with all fonts embedded.

When sending classified copy please ensure that a faxed or hard copy of the advertisement is supplied for proofing purposes, if this is not supplied we can not guarantee the correct reproduction of the copy.

Classified files should be supplied on email, CD, details are as follows:

Email: ads@foodandtravel.com or production@foodandtravel.com

PRODUCTION CHARGES

If copy is supplied in the incorrect format or display copy is supplied on ISDN the following production charges will apply:

ISDN charge: £30
Burn ISDN file to CD: £40
File conversion to PDF/EPS: £50
Text amends: £50
Mac work £70 per hour
Create an ad from separates: £100

Do you need us to create an ad for you? We offer a full creative service, prices available on application.

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