

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
Quarter page advert	150 x 107	146 x 106	136 x 93
Quarter page strip (horizontal)	75 x 228	71 x 220	61 x 200
Quarter 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 220mm

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 files compliant with Pass4Press v8 guidelines detailed at:

<http://www.pass4press.com/cgi-bin/wms.pl/416>

Document Preparation

Please refer to: <http://www.pass4press.com/cgi-bin/wms.pl/416>. All bitmap images within your PDF file must be converted to **ISOCoated v2 bas.ICC** to ensure optimal colour reproduction.

The profile can be downloaded at: <http://www.bbcmagazinesadvertising.com/>

Fonts

All fonts must be embedded.

Marks and bleed

3mm 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.pass4press.com/cgi-bin/wms.pl/416>

Pre-send checklist

- ✓ All images are high resolution (minimum of 300 dpi)
- ✓ The PDF is CMYK and conforms to the **ISOCoated v2 bas.ICC** 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.

Hard Copy Proofs

A digital contract proof generated from the file supplied at 100% of final size should accompany your file. Proofs must be validated using an industry standard control wedge and validation attached. BBC Magazines recommends use of the FOGRA media wedge, details of which can be found here <http://www.fogra.org/mediawedge/index-en.html>

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.

BBC Worldwide will not accept responsibility for content or colour inaccuracies resulting from failure to provide files according to the above specification. 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

Please send proof to:

Emma Purdy
Tel: 020 8433 2921
Email: emma.purdy@bbc.com
All About Animals, In the Night Garden
Cbeebies, Teletubbies, Match of the Day, Girl Talk Extra

Lara Onwordi
Tel: 020 8433 3499
Email: lara.onwordi@bbc.com
All About Animals, In the Night Garden
Cbeebies, Teletubbies, Match of the Day, Girl Talk Extra

Iveta Margova
Tel: 020 8433 3226
Email: iveta.margova@bbc.com
Bob the Builder, Girl Talk, Cbeebies Art,
Cbeebies Animals, Toybox

Katherine Tippins
Tel: 020 8433 3692
Email: katherine.tippins@bbc.com
Doctor Who, Top of the Pops, Charlie & Lola

Address:

MC1D6
Media Centre
BBC Worldwide
201 Wood Lane
London W12 7TQ

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.bbcmagazinesadvertising.com/Advertising-terms.html>