

**Digital specification**

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**Dimensions for classified ads**

All sizes in millimetres	Type (mm)
Full page	270 x 201mm
1 column width	38mm
2 column width	79mm
3 column width	119mm
4 column width	160mm
5 column width	201mm
Quarter page	120mm x 79mm
Web panel	15mm x 79mm
Brochure panel (portrait)	75mm x 65mm

**File Transfer Methods**

We prefer artwork to be provided as CD with digital proof.

**If using Royal Mail always send materials "Special Delivery".**

We will also accept artwork on ISDN or email.

Please supply flight checked PDF files created using Acrobat Distiller with the Pass4Press settings.

The settings can be obtained from [www.pass4press.com](http://www.pass4press.com).

We do not accept files created in any Microsoft Application

**Before sending your ad material, please ensure:**

- ✓ All images are high resolution (minimum of 300 dpi)
- ✓ All images are CMYK
- ✓ A digital proof has been run out from the PDF supplied - Laser run outs will not be accepted
- ✓ All files are clearly labelled with client name, magazine and cover date.

**Hard Copy Proofs**

- We require a digital proof for every advertisement supplied.  
**BBC Worldwide does not accept responsibility for any errors that result due the non-provision of this proof.**
- Proofs must have been generated from the PDF supplied.
- Proofs must be 100% of final size, colour contract proofs - either Cromalin (digital), Scitex Iris proofs or Kodak Approval. Minimum 300 dpi.

**Please send disk, proof and copy instruction to:**

Eleanor Parkman, Advertisement Services

BBC Worldwide, Media Centre, 2N The Garden House, 201 Wood Lane, London, W12 7TQ

**ISDN:** 020 7520 8605 **tel:** 020 8433 3231 **fax:** 020 8433 2855 **email:** [eleanor.parkman@bbc.com](mailto:eleanor.parkman@bbc.com)

**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.

BBC magazine digital ad specs can be accessed at:

[http://www.bbcmagazinesadvertising.com/Magazines/Gardeners'\\_World.html](http://www.bbcmagazinesadvertising.com/Magazines/Gardeners'_World.html)

**Digital specification**  
**Page 2 of 2 – the detail****Digital File Format**

Adobe Acrobat Distiller 5.x is the required software for creating PDF files.

Files must be PDF version 1.3.

PDF files to be supplied as composite CMYK.

Files must be supplied as single pages.

Where necessary a bleed area of 3mm must be contained within the file.

Files must contain trim marks, which must be outside the bleed area.

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

*For whole page bleed adverts:*

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 are set to be 20mm bigger than the document trimmed size. Page position should be on centre. 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 should not contain any True Type or MultipleMaster fonts, original JPEG images, or copydot scan elements as they can perform unpredictably at press.

Any trapping requirements should be applied by the file creator. The printer will not apply trapping.

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 Distiller settings

Combined colour ink density must not exceed 300%.

Quark 4.1 and Acrobat Distiller 5.x settings can be viewed at

<http://www.pass4press.com>

**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 1.3 compatibility

Image resolution between 280dpi and 450dpi

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**

When supplying files on disc, please use industry standard CD-ROM. These files must be write protected and contain only the file required for each advertisement. CDs should be supplied in Mac / ISO hybrid format with a Joliet naming option set as the default.

The disc should also be clearly labelled with the file name format of Advertiser, Publication and Issue date.

**General Notes**

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.

**Hard Copy Proofs**

**We require a digital proof for every advertisement supplied. BBC Worldwide will not accept responsibility for any errors that result due to the non-provision of this proof, or proofs supplied out of 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:

1. Digital Cromalin – should be supplied on DP10 substrate to Eurostandard spec.

Mid tone dot gain should be 18% +/- 3%

4 colours between 18% and 21% is acceptable

4 colours between 15% and 18% is acceptable

2 colours at 15% and 2 colours at 21% is NOT acceptable

2. Iris Proof – should be supplied on Iris Pro linear gloss paper matched to a Eurostandard Cromalin proof.

3. Kodak Approval

Proofs must have a machine readable colour bar which indicates the calibration date of the device, and must also be labelled with a clear indication of the proofing specification the proof has been produced to.

**Publisher's Procedures**

BBC Worldwide would advise that all material be provided in advance of the published copy date to allow time to provide 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.

**Terms and Conditions**

BBC Magazines has at its absolute discretion the right to omit, suspend or change the position of any advertisement accepted for insertion and the right to make any alteration it considers necessary or desirable in an advertisement or to require copy to be amended to meet its approval.

Where the advertiser has undertaken to supply material for advertisement, we reserve the right to charge the full rate agreed for the advertisement if such material fails to arrive at the agreed time, place or in suitable condition for insertion to repeat the most appropriate copy. Where the client has booked a series booking; following receipt of copy for the first insertion BBCW will repeat this copy until the last insertion of the series unless otherwise instructed. Copy must be supplied without application from BBC Magazines.

**Contact Details**

Eleanor Parkman

BBC Worldwide, Media Centre, 2N The Garden House,  
201 Wood Lane, London, W12 7TQ

tel: 020 8433 3231

fax: 020 8433 2855

email: [eleanor.parkman@bbc.com](mailto:eleanor.parkman@bbc.com)

**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 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>