

# SCREEN

## INTERNATIONAL

### ADVERTISING SPECIFICATION

### PRODUCT GUIDE

#### AD PRODUCTION CONTACT

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#### SIZE DIMENSIONS - (HEIGHT X WIDTH)

|                           |             |                |
|---------------------------|-------------|----------------|
| Cover advert.....         | 218 x 220mm | Trim           |
| .....                     | 224 x 226mm | Bleed          |
| Full Page.....            | 270 x 195mm | Type           |
| .....                     | 295 x 220mm | Trim           |
| .....                     | 301 x 226mm | Bleed          |
| Double Page Spread.....   | 270 x 435mm | Type           |
| .....                     | 295 x 440mm | Trim           |
| .....                     | 301 x 446mm | Bleed          |
| Half Page Horizontal..... | 135 x 195mm | Type area only |
| Half Page Vertical.....   | 270 x 98mm  | Type area only |
| Quarter Page.....         | 135 x 98mm  | Type area only |

#### COPY REQUIREMENTS

- Please supply high res PDFs to Pass4Press standards ([www.pass4press.com](http://www.pass4press.com))
- Please ensure all fonts are embedded and colour spacing is CMYK. All images should be saved using the ISOcoated\_v2\_300\_eci Colour Profile ([www.eci.org](http://www.eci.org))
- File resolution should be 300dpi and all high resolution images must be embedded within the file. Do not use OPI settings
- If an accurate, validated hard copy proof is not supplied, MBI cannot be held responsible for the reproduction of these advertisements.
- Digital proofs must be 100% of the final size and must be produced from the exact pdf file supplied. Digital proofs can be accepted from a range of devices. Please check the FOGRA website ([www.fogra.org](http://www.fogra.org)) for a list of FOGRA 39L accredited devices, based on the forthcoming ISO 12647-7 proofing standard.
- All proofs must include the UGRA/FOGRA media wedge CMYK v2.2. This should be included outside the page area.
- MBI will make all reasonable efforts to ensure that the content is printed within the ISO 12647-2 printing condition.

MBI can take no responsibility for adverts that have been incorrectly supplied - the file content and construction is the responsibility of the sender.

#### FILE DELIVERY

Artwork can be supplied via email to: [artwork@screendaily.com](mailto:artwork@screendaily.com)

We can also accept files uploaded via ftp, please contact for details.

As ftp is not a managed/ tracked service, please ensure you confirm your file has been uploaded by sending an email to the production contact above.

