

# SCREEN

## INTERNATIONAL

### ADVERTISING SPECIFICATION

### SCREEN DAILIES

#### AD PRODUCTION CONTACT

Jon Cooke

e: [jonathon.cooke@mb-insight.com](mailto:jonathon.cooke@mb-insight.com)

t: 020 3033 4296

m: 07584 335148

MBI | Zetland House, 5-25 Scrutton Street, London EC2A 4HJ

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

Cover adverts.....	266 x 245mm	Trim
.....	272 x 251mm	Bleed
Full page .....	304 x 218mm	Type
.....	335 x 245mm	Trim
.....	341 x 251mm	Bleed
Double page spread .....	304 x 460mm	Type
.....	335 x 490mm	Trim
.....	341 x 496mm	Bleed
Junior spread .....	150 x 460mm	Type
Half page horizontal .....	150 x 218mm	Type Area Only
Half page vertical .....	304 x 107mm	Type Area Only
Quarter page portrait .....	152 x 107mm	Type Area Only
Quarter page vertical .....	304 x 55mm	Type Area Only
Quarter page horizontal .....	75 x 218mm	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.

