

## SPECIFICATIONS all measurements in mm

### Page

Bleed 303 h x 216 w  
 Trim 297 h x 210 w  
 Type 277 h x 190 w



### Half page vertical

Bleed 303 h x 111 w  
 Trim 297 h x 105 w  
 Type 277 h x 93 w



### Half page horizontal

Bleed 154 h x 216 w  
 Trim 148 h x 210 w  
 Type 136 h x 190 w



### DPS (Please supply as 2 pages)

Bleed 303 h x 426 w  
 Trim 297 h x 420 w  
 Type 277 h x 400 w



### Half page DPS (Please supply as 2 pages)

Bleed 151.5 h x 426 w  
 Trim 148.5 h x 420 w  
 Type 128.5 h x 400 w



### Quarter page box

Type 136 h x 93 w



## DIGITAL FILE REQUIREMENTS

Advertising copy should be supplied as **PDF/X-1a**. Most software will export to this format. When creating PDF files please ensure all criteria below have been met:

- A **bleed area of 3mm** (if appropriate to advert size - see left) must be contained within the file
- All **images** contained within the PDF must be **300dpi**
- Pseudo italics and pseudo bold fonts must not be used
- Combined colour ink density must not exceed 300%
- Double page spreads must be supplied as two single PDFs (but these should be proofed together)

### Quarter page horizontal

Bleed 77.5 h x 216 w  
 Trim 74 h x 210 w  
 Type 57.5 h x 190 w



### Third page horizontal

Bleed 102 h x 216 w  
 Trim 99 h x 210 w  
 Type 79 h x 190 w



### Third page vertical

Bleed 303 h x 73 w  
 Trim 297 h x 70 w  
 Type 277 h x 53 w



## Trim area, Type/Live area, Bleed explained:

**Trim area** is the actual size of the magazine. Adverts that 'bleed' off the page will be trimmed to this size.

**Type area** (also called Live area) is the area within the trim area where the type (or live information) should be contained within. This ensures all information is visible to the reader.

**Bleed** is an area 3mm larger than the trim size on all four sides and is required when adverts have pictures or colours going right to the edge of the page. This ensures that if the magazine is trimmed slightly off-centre, there will not be any white edges where there should be images. So, for full colour adverts, please supply at the bleed size.

## SUPPLY OF FILES TO AMS MAGAZINE

- Transmission to **ULTIMAMEDIA** FTP requires an e-mail confirming the sending of any digital advert prior to transmission
- All files must be clearly labelled with magazine, issue date and client e.g. **AMS\_MAY\_JUNE\_CLIENTNAME**
- If supplying files on disc, please use a CD/DVD which should contain only the file required for each advertisement
- Any proofs supplied must be generated from the PDF. Proofs from any other sources are not acceptable
- Proofs must be 100% of final size, customer approved, colour proofs
- **Should a contract proof not be supplied, ULTIMAMEDIA cannot be held responsible** for colour matching or any content errors that may occur
- If **we have to convert files to a PDF format** we **cannot be held responsible** for any errors that may occur

## CONTACTS

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### e-mail

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### Address

Ultimamedia Ltd, Lamb House, Church Street, London W4 2PD, UK

### FTP through your web browser

Address: **ftp://ftp.ultimamedia.com**

User ID: **ultima**

Password: **ultima**

### FTP through Fetch

Host: **ftp.ultimamedia.com**

User id: **ultima**

Password: **ultima**

please go to **www.ultimamedia.com** for full list of contacts