

Preparation of Advertisements

for Geo ExPro – a guide for designers

Delivery via PDF

PDFs have become by far the commonest form of delivery for formatted graphics and text. It has largely replaced the delivery of origination files because Acrobat Reader and other freely-available PDF readers are now standard installations on most computer systems and the receiver does not need to have the same origination software or fonts as the supplier.

Problems with PDFs

However, just because a document can be sent as a PDF does not guarantee it is suitable for high-end print processes nor guarantee that it will look good in print. PDFs can be constructed with elements in unsuitable colour spaces, contain javascript, contain graphic elements that can't be printed (such as movies), or feature forms or annotations that are a liability if one is trying to use them as a source for high-end printing.

Also, the mechanics of processing files in publishing frequently involves "blind delivery", a term referring to the situation where a document or advertisement must be delivered for inclusion in a publication, usually to an intermediary publisher, but without negotiations between the printer at the end of the chain and the originator at the beginning.

How does one ensure a consistently good printing result?

Without a standardised approach to creation of advertisements, this is very difficult; furthermore, if a publisher accepts a PDF for inclusion in a publication and it fails to print properly or well, questions of liability arise and disputes can occur as to who should "make things right".

The publisher here is in a difficult position. He/she can intervene with preflight checking or alteration of a supplied PDF document, and attempt to fix errors using such industry-standard software as Acrobat Pro (or other software, depending on the problem), but this also holds the possibility that unwanted changes may happen to the appearance of the graphics – leading

to complex liability questions as to who is responsible, the originator or the modifier? It may also create the need to go back and forth with extra proofing steps, which is unproductive and time-consuming.

Use the PDF/X-1a Standard

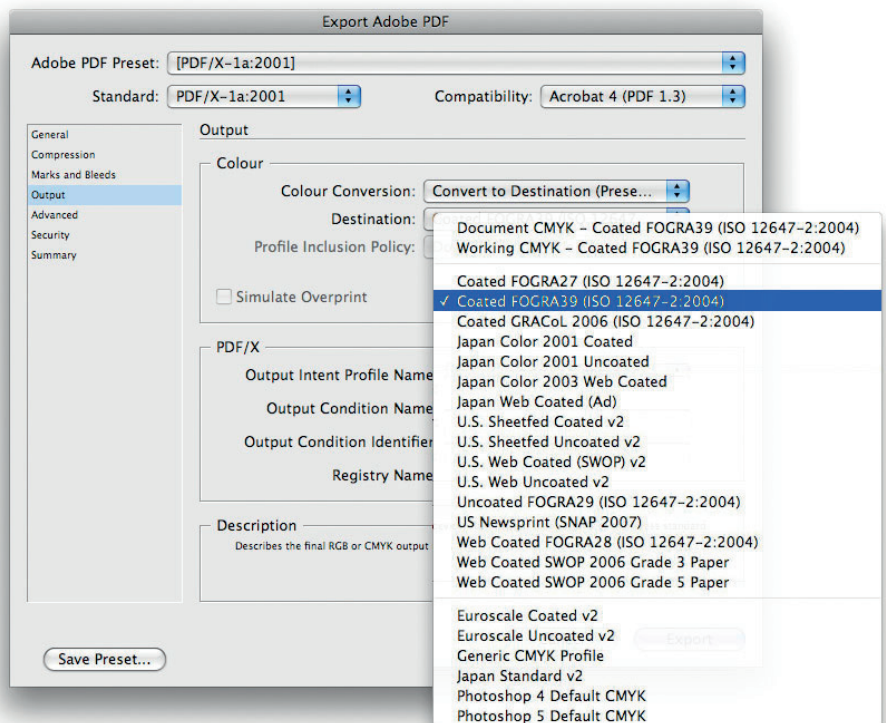
The last decade has seen the rise of a standard which addresses some of the problems that can arise when sending files for print – the PDF/X.

There are actually several different forms of PDF/X, but the one concerned when preparing material for CMYK printing, such as magazine printing, is **PDF/X-1a**.

Most top-line graphics software such as Quark Xpress, Adobe InDesign, Acrobat Distiller, Acrobat Pro and Adobe Illustrator can output directly to PDF/X-1a. It is usually as simple as selecting the PDF/X-1a preset when outputting the PDF.

By using this ISO standard, several difficulties are eliminated at source, and it is unlikely that further intervention by production personnel will be needed.

Adobe InDesign 5's export dialogue box using the PDF/X-1a preset.



Preparing Ads – **DOS** and **DON'TS**:

1. **DO** use the PDF/X-1a standard; alternatively high-resolution CMYK TIFF files (360ppi) if PDF is unsuitable for any reason.
2. **DO NOT** add crop marks, colour bars, margins nor additional text – they serve no useful purpose, with high error potential.
3. **DO** create the PDF to the exact size in millimetres, rather than require the layout designer to crop, expand or reduce – this minimizes the possibility of error.
4. If your ad features white space around the edges, **DO** give clear instructions as to whether this is to be outlined in black during layout in the magazine (there are sometimes advantages to applying borders at this latter stage).
5. **DO** use only CMYK colour space: where profiles are available, specify FOGRA39.
6. **DO** upscale low-resolution images in Photoshop to 300+ ppi before including in advertisements – having to use low-res images is a common necessity, but if not upscaled at source then the image will be flagged by all preflighting applications downstream (there are several), creating extra work in checking, querying and judging the situation.

Half-page Advertisements

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Half-page Island Vertical

119 x 180mm

Unbounded white space will have a thin black outline added unless specifically requested otherwise.

Half-page Horizontal

180 x 119 mm

Unbounded white space will have a thin black outline added unless specifically requested otherwise.

Half-page Horizontal Bleed-off

136 x 210mm

(Supply as 139 x 216mm = above size + bleed of 3mm added bottom and two sides.)

Half-page Advertisements (continued)

Half-page Vertical

90 x 250mm

Unbounded white space will have a thin black outline added unless specifically requested otherwise.

Half-page Vertical Bleed-off

Outside right-hand page only

103 x 280mm

(Supply as 106 x 286mm = above size + bleed of 3mm added right side, top and bottom)

Full-page Advertisements

Full-page Standard

180 x 250mm

Unbounded white space will have a thin black outline added unless specifically requested otherwise.

Full-page Bleed-off

210 x 280mm

(Supply as 216 x 286mm = above size + bleed of 3mm added all round)

Quarter-page Advertisements

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Quarter-page Vertical

90 x 120mm

Unbounded white space will have a thin black outline added unless specifically requested otherwise.

Quarter-page Vertical Bleed-off

Outside right-hand page only (non-standard)

56 x 280mm

(Supply as 59 x 286mm = above size + bleed of 3mm added right side, top and bottom)

Quarter-page Horizontal

60 x 180mm

Unbounded white space will have a thin black outline added unless specifically requested otherwise.

Quarter-page Horizontal Bleed-off

73 x 210mm

(Supply as 76 x 216mm = above size + bleed of 3mm added bottom and two sides.)

Third-page Advertisements

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Third-page Horizontal

180 x 80mm

Unbounded white space will have a thin black outline added unless specifically requested otherwise.

Third-page Horizontal Bleed-off

210 x 94mm

(Supply as 216 x 97mm = above size + bleed of 3mm added left and right sides, and bottom)

Third-page Vertical

250 x 59mm

Unbounded white space will have a thin black outline added unless specifically requested otherwise.

Third-page Advertisements (continued)

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Third-page Vertical Bleed-off

72 x 280mm

(Supply as 75 x 286mm
= above size + bleed of 3mm
added right side, top and bottom)

Third-page Island

119 x 120mm

Unbounded white space will have a thin black outline added unless specifically requested otherwise.

List of Advertising Sizes

Full Page

NAME	DISPLAY HEIGHT	DISPLAY WIDTH	BLEED	BLED HEIGHT	BLED WIDTH
Full-page Standard	250mm	180mm	—		
Full-page Bleed	280mm	210mm	3mm all round	286mm	216mm

Half Page

NAME	DISPLAY HEIGHT	DISPLAY WIDTH	BLEED	BLED HEIGHT	BLED WIDTH
Half-page Vertical	250mm	90mm	—		
Half-page Vertical Bleed-off	280mm	103mm	3mm top, bottom & right	286mm	106mm
Half-page Horizontal	119mm	180mm	—		
Half-page Horizontal Bleed-off	136mm	210mm	3mm bottom & both sides	139mm	216mm
Half-page Island Vertical	180mm	119mm	—		

Third Page

NAME	DISPLAY HEIGHT	DISPLAY WIDTH	BLEED	BLED HEIGHT	BLED WIDTH
Third-page Vertical	250mm	59mm	—		
Third-page Vertical Bleed-off	280mm	72mm	3mm top, bottom & right	286mm	75mm
Third-page Horizontal	80mm	180mm	—		
Third-page Horizontal Bleed-off	94mm	210mm	3mm bottom & both sides	97mm	216mm
Third-page Island	120mm	119mm	—		

Quarter Page

NAME	DISPLAY HEIGHT	DISPLAY WIDTH	BLEED	BLED HEIGHT	BLED WIDTH
Quarter-page Vertical	120mm	90mm	—		
Quarter-page Vertical Bleed-off	280mm	56mm	3mm top, bottom & right	286mm	59mm
Quarter-page Horizontal	60mm	180mm	—		
Quarter-page Horizontal Bleed-off	73mm	210mm	3mm bottom & both sides	76mm	216mm