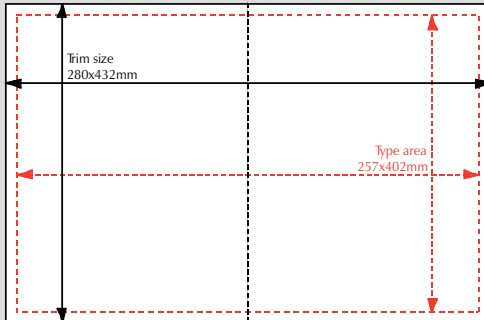


Technical specification for advertising in the Primary Care Cardiovascular Journal

Mechanical data

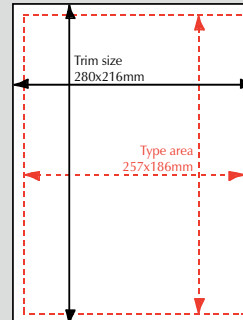
DOUBLE PAGE SPREAD (only accepted if supplied as 2 single pages)



Bleed 286x438mm

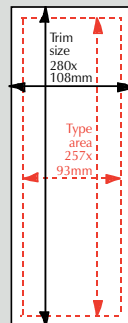
Double page spreads only accepted if supplied as 2 single pages (see diagram above)

FULL PAGE



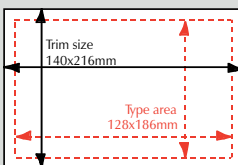
Bleed 286x219mm

HALF PAGE VERTICAL



Bleed 286x108mm
 add on extra 3mm if bled
 on fore-edge

HALF PAGE HORIZONTAL



Bleed 140x219mm

● **Artwork to be supplied on e-mail or CD as follows:**

SHERBORNE GIBBS ONLY ACCEPT THE ADOBE PDF FORMAT

Details on how to set-up your PDF file can be obtained from:

1. PASS 4 PRESS - The UK standard: <http://www.pass4press.com>
2. OUR PRINTER'S WEBSITE: <http://www.stephensandgeorge.co.uk>

Both sites contain configuration settings for Quark Xpress/InDesign and Adobe Acrobat 4 and above. Please do not send PDFs which have NOT been created from Acrobat Distiller unless you have arranged this in advance.

It is recommended you pre-flight check your PDF prior to submission.

If you have any technical queries in relation to the above then please contact production on +44 (0) 121 454 4114. Alternatively you can contact the pre-press department at our printers on +44 (0) 1685 388888 to obtain more specialised information on the PDF format.

● **PDFs supplied via e-mail:** Advert/product name and full copy instruction MUST be included in the e-mail.

● **Proofs:** Colour hard copy of the latest version of the advert MUST be supplied with the advertisement, along with full copy instruction. For artwork supplied by e-mail, colour proofs should follow immediately by post.

● **Binding:** Saddle-stitched.

● **Printing process:** Sheetfed offset litho.