

Specifications for display advertisements

Dear Advertiser,

Please note that we require your advertisement in digital format.

1) PREFERRED FORMAT

Digital files should be supplied as press-ready PDFs.

To ensure you create your PDF correctly, please visit the PPA (Periodical Publisher's Association) website "pass4press digital standards", where guides and Plug-ins are available as free downloads for most operating platforms:

<http://www.pass4press.com>

click
here to link
to web
address

Please note

1. We do NOT require PDF/X standard – please set standard as 'none'.
2. Do not include any colour profiles – please set Destination profile as 'none'.
3. Graphics – these should all be composite single CMYK files (no RGB, no Pantones, no ICC or other colour profiles, no Indexed colour).
Effective resolution must be no less than 300dpi.
4. Fonts/Typefaces – you must embed ALL fonts in your PDF.

If for any reason you cannot supply PDFs, we can accept collected Quark files or packaged InDesign files.

In either case, please compress your collected/packaged folder before emailing/uploading to our ftp site.

2) DIMENSIONS (N.B. Our page size is A4)

Full page

Trim sizew.210mm x h.297mm
Type areaw.185mm x h.267mm
Bleed sizew.216mm x h.303mm

Double page spread*

Trim sizew.420mm x h.297mm
Type areaw.400mm x h.267mm
Bleed sizew.426mm x h.303mm

*Set up as two single pages, facing. Please allow at least at least 10mm text gap for gutter, and provide two PDF files, one for the left hand page and one for the right hand page.



3) TRANSMISSION

Files must be labelled with the advertiser's and publication's name, and can be sent in any of the following ways:

- By email to your sales representative.
- By uploading to our ftp site. Please contact your sales representative for our ftp details.
- By delivering a CD ROM to your sales representative at the Nestor House address below.
Please observe copy deadlines.

4) FINAL CHECKS

Whilst our printer will report to the us any problem encountered with a PDF, we point out that the responsibility to make the PDF correctly belongs to the advertiser.

We suggest, as a minimum, making the following checks before sending:

- COLOUR graphics must be CMYK only (no RGB, Pantones, Indexed colour, etc)
- COLOUR profiles: do NOT use any colour profiles such as ICC, LAB colour etc.
- Do not use LOW RESOLUTION graphics — we need nothing less than 300dpi EFFECTIVE resolution.
- ALL fonts must be embedded with the PDF, including those in imported graphics.
- Any Photoshop colour profiles such as 'LAB colour', 'Indexed colour' etc must be removed.
- If you are using InDesign, check that you have followed the pass4press instructions on transparency flattener presets.
- If you are using InDesign CS/CS2/CS3, check that you have used the correct pass4press instructions for your version of InDesign.

If you have any problems creating your files, please contact your sales representative who will put you in contact with one of our production staff for further advice.

Please note

We cannot provide general technical support, but are always pleased to help with technical issues on your advertisement.

Co-sponsored features

Text for co-sponsored features (advertorials) should be emailed to your sales representative at Global Telecoms Business as Microsoft Word or compatible files. The files should be labelled with the advertiser's name. The text should also begin with the advertiser's name and include a contact point (not for publication) for editing queries.

Each illustration and photograph should be sent as a separate graphics file, in JPEG or TIF format, with a resolution of 300dpi. They should never be embedded into the text file or sent as PowerPoint files. Include captions to illustrations in the main text file.

Text will be edited to conform with Euromoney Institutional Investor house style.

Registered office and delivery address

**Euromoney Institutional Investor PLC,
Nestor House,
Playhouse Yard,
London
EC4V 5EX,
UK**

Contacts

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Publisher's clause:

All interviews, features, supplements and conferences to be confirmed and are subject to change according to events.

Advertisers and advertising agencies assume liability for all content of advertisements printed (including text, representation and illustration) and also assume responsibility for any claims arising therefrom made against the publisher.

No deliberate attempt to simulate a publication format is permitted. The publisher reserves the right to place the word "advertisement" with copy that resembles editorial matter.

The publisher reserves the right to reject any advertisement that is not in keeping with the publication's standards.