

# SCHOOL HOUSE

SPECS

Dear Advertiser,

In order that the inclusion of your advertisement in the magazine is problem free, please ensure that when supplying artwork the following check list is adhered to. By following these instructions you will help to ensure that the advertisement appears correctly. However if these guidelines are not adhered to we cannot accept responsibility if the advertisement is published incorrectly.

## *Guidelines*

### **1) All supplied files are Press Ready PDF format.**

We can also support the following applications on Apple Mac but PDF is preferable:  
Adobe InDesign CS6. Adobe Illustrator CS6. Adobe Photoshop CS6.

### **2) Fonts:** All fonts must be embedded.

**3) Images:** All TIFF, JPEG and EPS files are in CMYK or greyscale colour mode, not RGB. Please make sure TIFF files do not utilise LZW compression and all images are high resolution (300 dpi). The Photoshop colour profile is **Europe ISO Coated FOGRA 27** or **FOGRA 39**.

**4) PDF Settings:** All artwork should be supplied as high resolution **pass4press PDF** files. Further information and PDF settings can be downloaded from the following website or alternatively please contact us if you require any settings. When creating your PDF please apply cropmarks and 3mm bleed. All images incorporated should again be high resolution (300 dpi) and CMYK or greyscale mode.

[www.ppa.co.uk/all-about-magazines/production/pass4press](http://www.ppa.co.uk/all-about-magazines/production/pass4press)

**5) Colour Proof:** If you would like us to colour match your advert please ensure that you supply a Epson or GMG colour proof which complies to the latest ISO coated specifications. Please be aware that without a colour proof no responsibility can be accepted for colour variations. We will always endeavour to match colours as closely as possible but are unable to guarantee this due to the printing process involved.

## *Enquiries & Delivery*

For all artwork and technical queries please contact:  
**Chloe Smith** on **020 7384 9020**

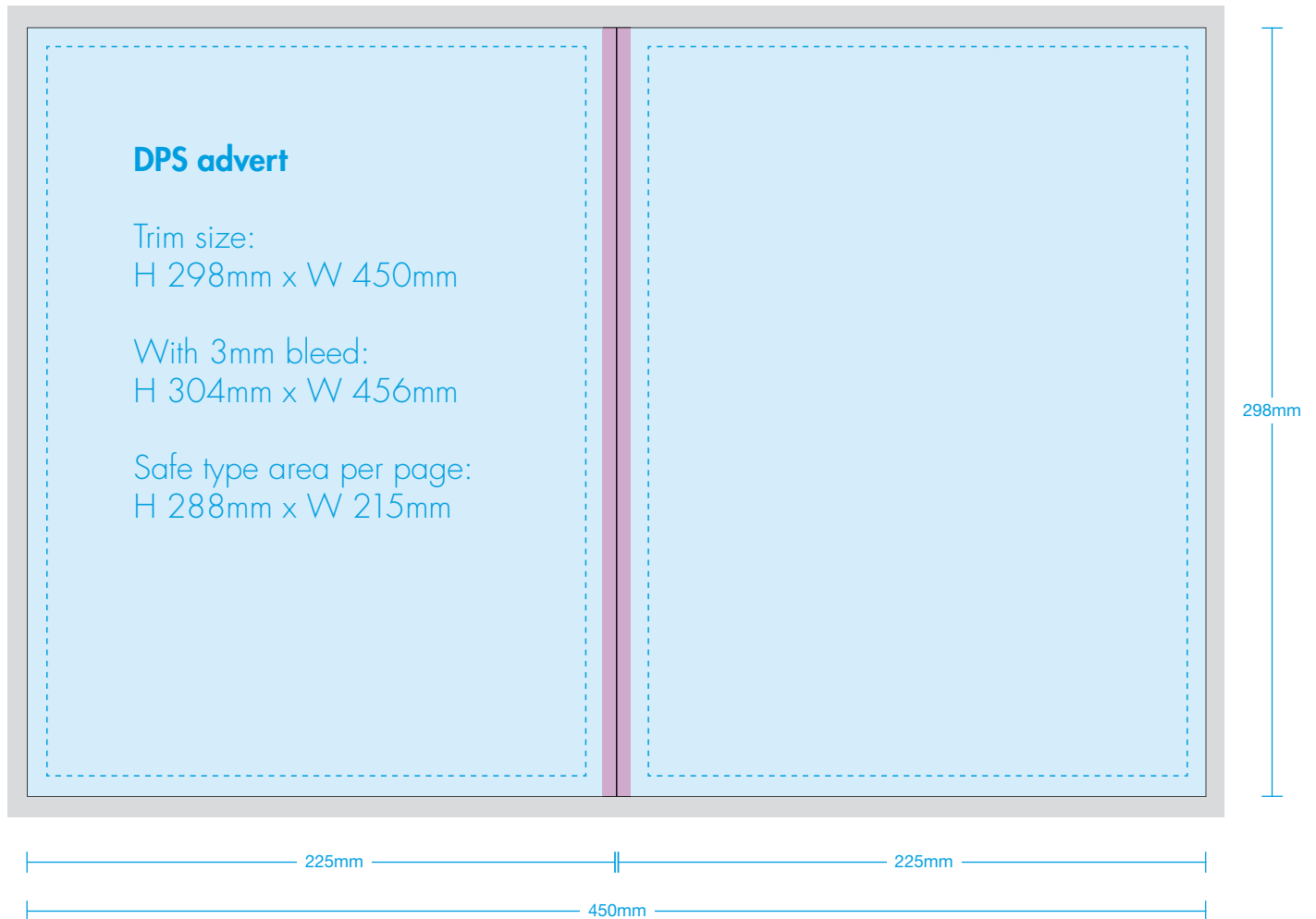
Email completed artwork to:  
**chloe@schoolhousemagazine.co.uk**

Or post artwork CD and colour proofs to:  
Chloe Smith  
Studio 2, Chelsea Gate Studios  
115 Harwood Road  
London  
SW6 4QL



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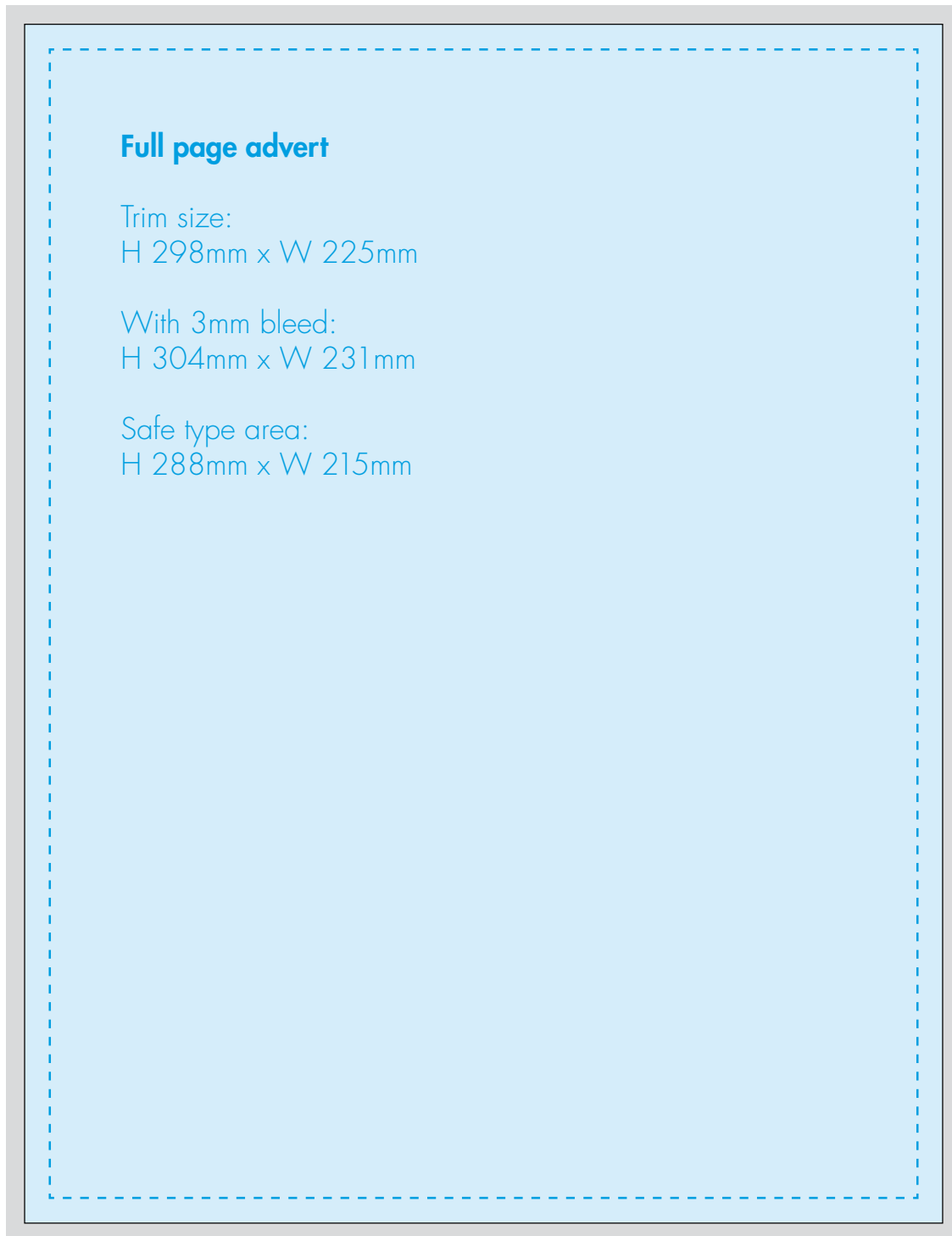
**CENTRE FOLD**  
Please note approx 5mm within the centre fold of the magazine will not be visible. It is advised that an additional allowance of approx 2.5mm on each page is applied to any material or images stretching across the DPS.

**BLEED AREA**  
Please supply artwork with 3mm bleed on all edges.

**SAFE TYPE AREA**  
Please keep all text elements 5mm away from the edge of page.

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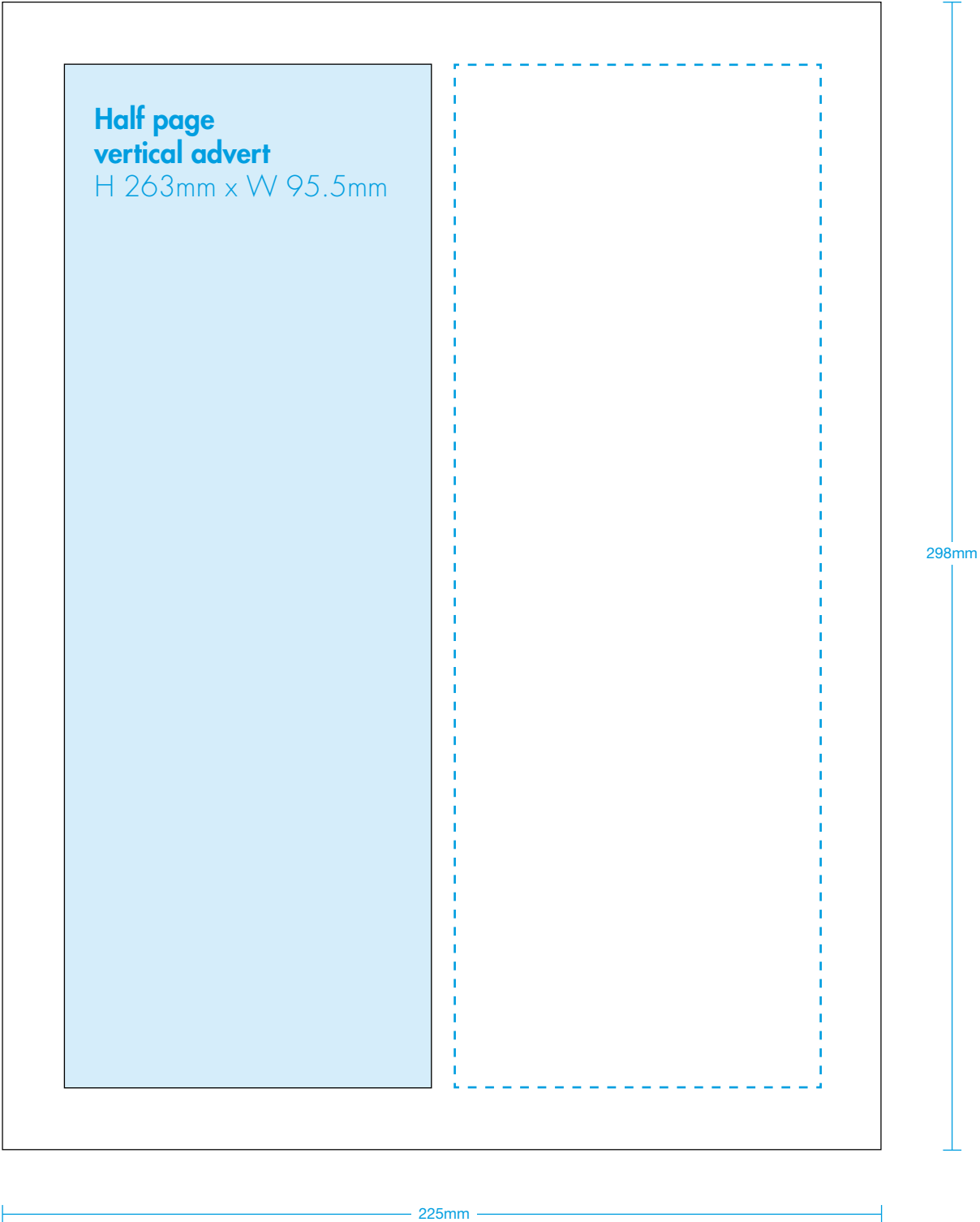
**SAFE TYPE AREA**  
Please keep all text elements 5mm away from the edge of page.

298mm

225mm

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