

# Artwork *specifications*

These specifications are to assist you in creating artwork that conforms to the requirements of *Antiques Trade Gazette*. Any material supplied that is incorrect will need to be resupplied.

The advertiser is responsible for final accurate artwork supplied to *Antiques Trade Gazette* for publication. Alternatively, the ATG production team can design your advert for you – this is a **free** service offered to advertisers.

**Contact us at [production@antiquestradegazette.com](mailto:production@antiquestradegazette.com)**

## Info for supplying artwork

1. Please create your advert to the dimensions requested (see following pages).
2. Check accuracy of text and images prior to submission (we are not responsible for incorrectly supplied information – however we do proof the copy in-house).
3. If you are incorporating images into your artwork, please read the notes about image quality and copyright here. ATG is printed on 4 colour Litho presses and utilises an RGB workflow to optimise colour management. Images need to be supplied at a minimum of 300dpi (print quality). DO NOT use 72dpi (screen/web quality), as image quality will be compromised. All text should be larger than 6pt.
4. Print your advert to a PDF file. PDFs are generally produced using part of the paid-for version of the Adobe Acrobat programme.

However, if you don't have Adobe Acrobat here's what to do:

**Windows:** If you're using Windows 7 or higher just Save as PDF -> Standard. If your version of Windows is earlier than Windows 7 then you will need to use a third-party PDF generator. Adobe offers a free online service which you will find at: <https://www.adobe.com/uk/acrobat/features>

5. Before you submit your artwork to us, please check the PDF carefully.
6. **Maximum attachment size 5Mb.** Larger files can be sent via free-to-use online providers, for example: [www.WeTransfer.com](http://www.WeTransfer.com)
7. Please contact the ATG Production team should you have any issues with regards to laying out your advertisement. We are happy to help you get the best out of your advert.

## Copy deadline **Wednesday 12 noon (UK GMT)**

This deadline enables our team to check and preflight your artwork during the proofing cycle. Copy supplied after this cannot be guaranteed for inclusion in the following week's publication.

## Supplying files

Please use our online **Content Upload Tool** which can be found at: <https://fs17.formsite.com/6Kz3Xt/atg-content/index.html>

# Auction & ROP - full page advert specifications

**john**

Longfield,  
Midhurst Road,  
Buckland

**Double page advert**

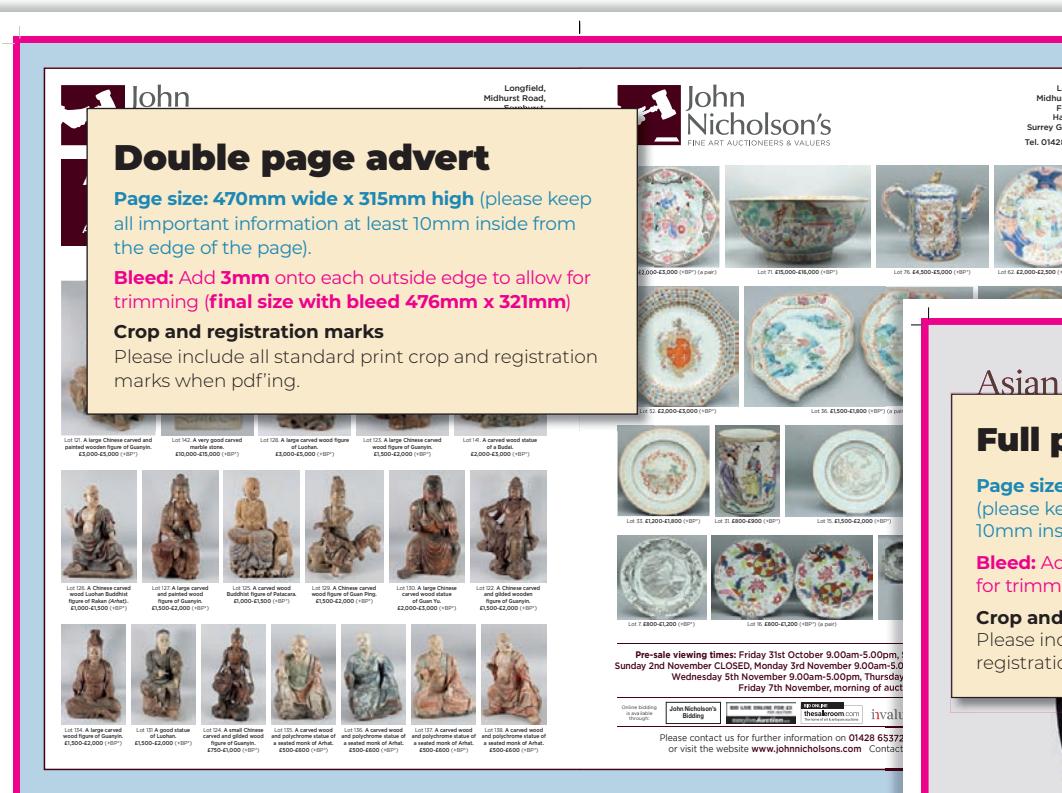
**Page size: 470mm wide x 315mm high** (please keep all important information at least 10mm inside from the edge of the page).

**Bleed:** Add 3mm onto each outside edge to allow for trimming (final size with bleed 476mm x 321mm)

**Crop and registration marks**  
Please include all standard print crop and registration marks when pdf'ing.

**John Nicholson's**  
FINE ART AUCTIONEERS & VALUERS

Longfield,  
Midhurst Road,  
Buckland,  
Haslemere,  
Surrey GU27 3HA  
Tel. 01428 653727



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1. Double page spread advert
2. Full page bleed advert
3. Full page advert, non-bleed

**Asian Lacquer**

**Full page bleed advert**

**Page size: 235mm wide x 315mm high** (please keep all important information at least 10mm inside from the edge of the page).

**Bleed:** Add 3mm onto each outside edge to allow for trimming

**Crop and registration marks**  
Please include all standard print crop and registration marks when pdf'ing.

**Pre-sale viewing times:** Friday 31st October 9.00am-5.00pm;  
Sunday 2nd November CLOSED, Monday 3rd November 9.00am-5.00pm;  
Wednesday 5th November 9.00am-5.00pm, Thursday  
Friday 7th November 9.00am-5.00pm

**Online bidding through:** [John Nicholson's](#) [Bidding](#) [BID LIVE ONLINE FOR 23 NOVEMBER AUCTION](#) [thesaleroom.com](#) [ivalu](#)

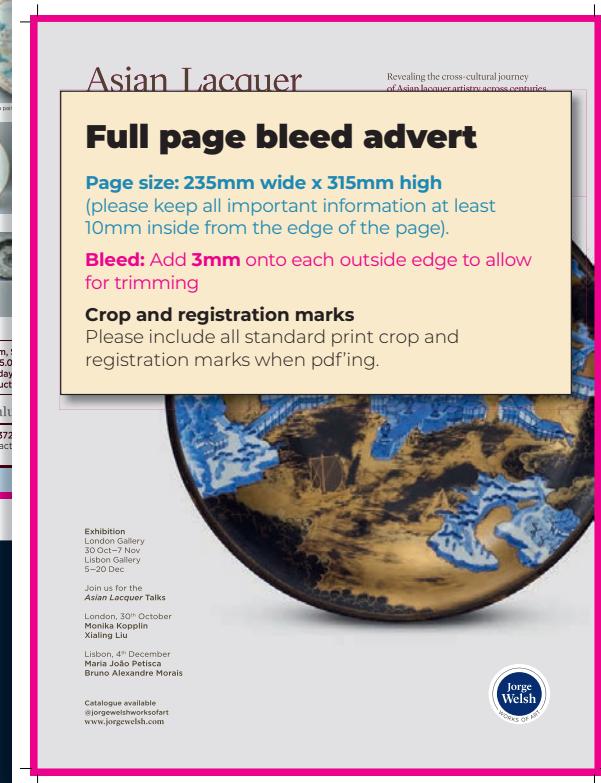
**E-Nation**  
London Gallery  
30 Oct - 7 Nov  
London Gallery  
5-20 Dec

**Join us for the**  
**Asian Lacquer Talks**  
London, 30th October  
Monika Koppitz  
Xialing Li

London, 3rd December  
Maria João Petrucci  
Bruno Alexandre Morais

**Catalogue available**  
[@jorgewelshworksofart](#)  
[www.jorgewelsh.com](#)

**Jorge Welsh**  
WORKS OF ART



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**PARKER**

**Full page non-bleed advert**

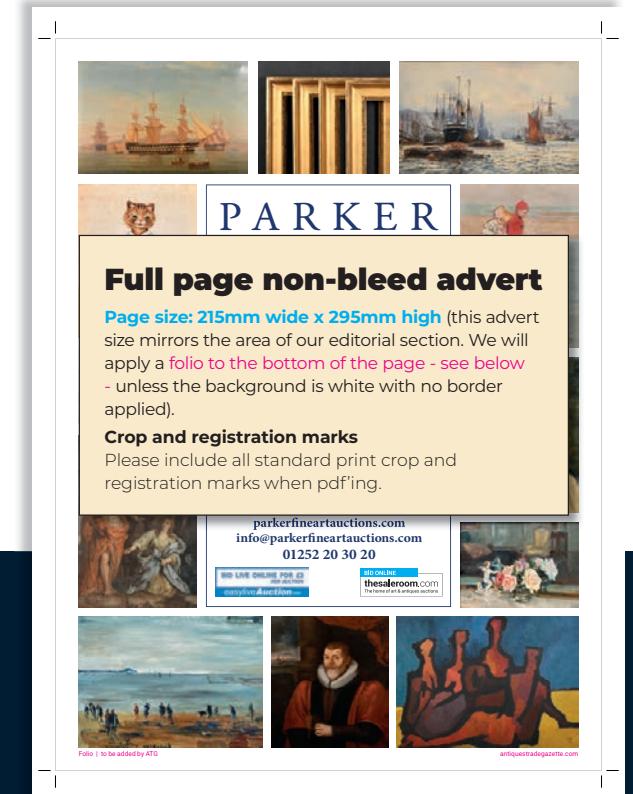
**Page size: 215mm wide x 295mm high** (this advert size mirrors the area of our editorial section. We will apply a **folio** to the bottom of the page - see below  
- unless the background is white with no border applied).

**Crop and registration marks**  
Please include all standard print crop and registration marks when pdf'ing.

**parkerfineartauCTIONS.com**  
**info@parkerfineartauCTIONS.com**  
**01252 20 30 20**

**BID LIVE ONLINE FOR 23 NOVEMBER AUCTION**

**thesaleroom.com**  
The Saleroom in London auction



For **booking enquiries** email:  
[advert@antiquestradegazette.com](mailto:advert@antiquestradegazette.com)

For **technical queries or guidance** email:  
[production@antiquestradegazette.com](mailto:production@antiquestradegazette.com)

# Auction & ROP - advert *specifications*

**Please note:** Standard display adverts have no bleed and should be designed to the dimensions provided here.

**Non auction premium positions also available**

**Shop window single slot**

**Advert size:**  
105.5mm wide x 78mm high

**Front page banner**

**Advert size:**  
215mm wide x 50mm high

**1/2 horizontal page**

**Advert size:**  
215mm wide  
x 145.5mm high

**1/4 horizontal page**

**Advert size:**  
215mm wide  
x 70.5mm high

**1/8 horizontal page**

**Advert size:**  
105.5mm wide  
x 70.5mm high

**1/4 vertical page**

**Advert size:**  
105.5mm wide  
x 145.5mm high

**1/2 vertical page**

**Advert size:**  
105.5mm wide  
x 295mm high

For **booking enquiries** email: [advert@antiquestradegazette.com](mailto:advert@antiquestradegazette.com)

For technical **queries or guidance** email: [production@antiquestradegazette.com](mailto:production@antiquestradegazette.com)

# Fairs & Classifieds - advert *specifications*

Adverts within the Fairs and Classified sections of the magazine have additional options at different sizes

## 1/2 horizontal page

Advert size:  
215mm wide  
x 128mm high

## 1/4 vertical page

Advert size:  
105.5mm wide  
x 128mm high

Plus a range of smaller box sizes

**BOX A**  
32mm high  
x 32.5mm  
wide

**BOX B**  
50mm high  
x 32.5mm  
wide

**BOX C**  
68mm high  
x 32.5mm  
wide

## 1/4 horizontal page

Advert size:  
215mm wide  
x 62mm high

**BOX E**  
50mm high x  
69.5mm wide

**BOX D**  
32mm high x  
69.5mm wide

For **booking enquiries** email: [danconnor@antiquestradegazette.com](mailto:danconnor@antiquestradegazette.com)

For technical **queries or guidance** email: [production@antiquestradegazette.com](mailto:production@antiquestradegazette.com)