

Print Advertising Artwork Specifications

These specifications are to assist your designer in creating artwork that conforms to the requirements of Antiques Trade Gazette. Any material supplied that is incorrect may be rejected.

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

Contact us at advert@antiquetrade gazette.com

Info for non-designers

1. Please create your advert to the exact dimensions (see specification pages).
2. Check accuracy of copy and images prior to submission.
3. If you are incorporating images into your artwork, please read the notes about image quality and copyright below. ATG is printed on 4 colour Litho presses but 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), image quality will be compromised.
4. Print your advert to a PDF file. PDFs are generally produced using Adobe Acrobat Distiller – part of the paid-for version of the Adobe Acrobat program – but if you don't have that here's what to do:

Mac OSX: You don't need any additional software. Just choose 'Save as PDF' in the usual Print dialog box.

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 it carefully using Adobe Acrobat Reader.
6. **Maximum attachment size 5Mb.** Larger files can be sent via free-to-use online providers, for example: www.WeTransfer.com
7. Please contact the ATG Production team should you have any issues with regards to laying out your advertisement. We are always glad to help you get the best out of your advertisement.

Supplying Files

Please use our online **Content Upload Tool** which can be found at:

<https://fs17.formsite.com/6Kz3Xt/atg-content/index.html>

Info for designers

The following pages contain specifications for creating advertisements for Antiques Trade Gazette.

File Requirements

File Types:

All advertising should be supplied in PDF format. Native Adobe InDesign, Illustrator or Photoshop files will also be accepted but must conform to the following specifications.

Colour: see colour management below.

Resolution: Minimum 300dpi.

Fonts: Fonts should be either embedded or outlined prior to saving. Any files that do not include fonts will NOT be accepted. *Font legibility - 6pt minimum.*

Images: Image files need to be supplied at 300dpi.

All images supplied, whether photography or illustration, must be owned by the supplier or used with permission of the copyright owner.

Bleed: Only full page bleed ads should have a bleed of 3mm on all sides. Please supply artwork with standard registration and crop marks. All other ads should have NO bleed.

We do NOT accept artwork supplied in the following formats: Illustrator, Quark Xpress, Corel Draw, Word, Powerpoint, Excel. Please export/save as a PDF and supply electronically via email or file transfer service.

Antiques Trade Gazette reserves the right to return any advertisement that does not fulfil these specifications.

Colour Management

Antiques Trade Gazette production operates within the RGB colour space which enables us to optimise colour management. Artwork should be supplied in RGB, not CMYK. Files/images not using this colour profile will be converted in-house.

This may cause a minimal shift in colours. Please check your PDF proof on colour calibrated monitors for optimum approval.

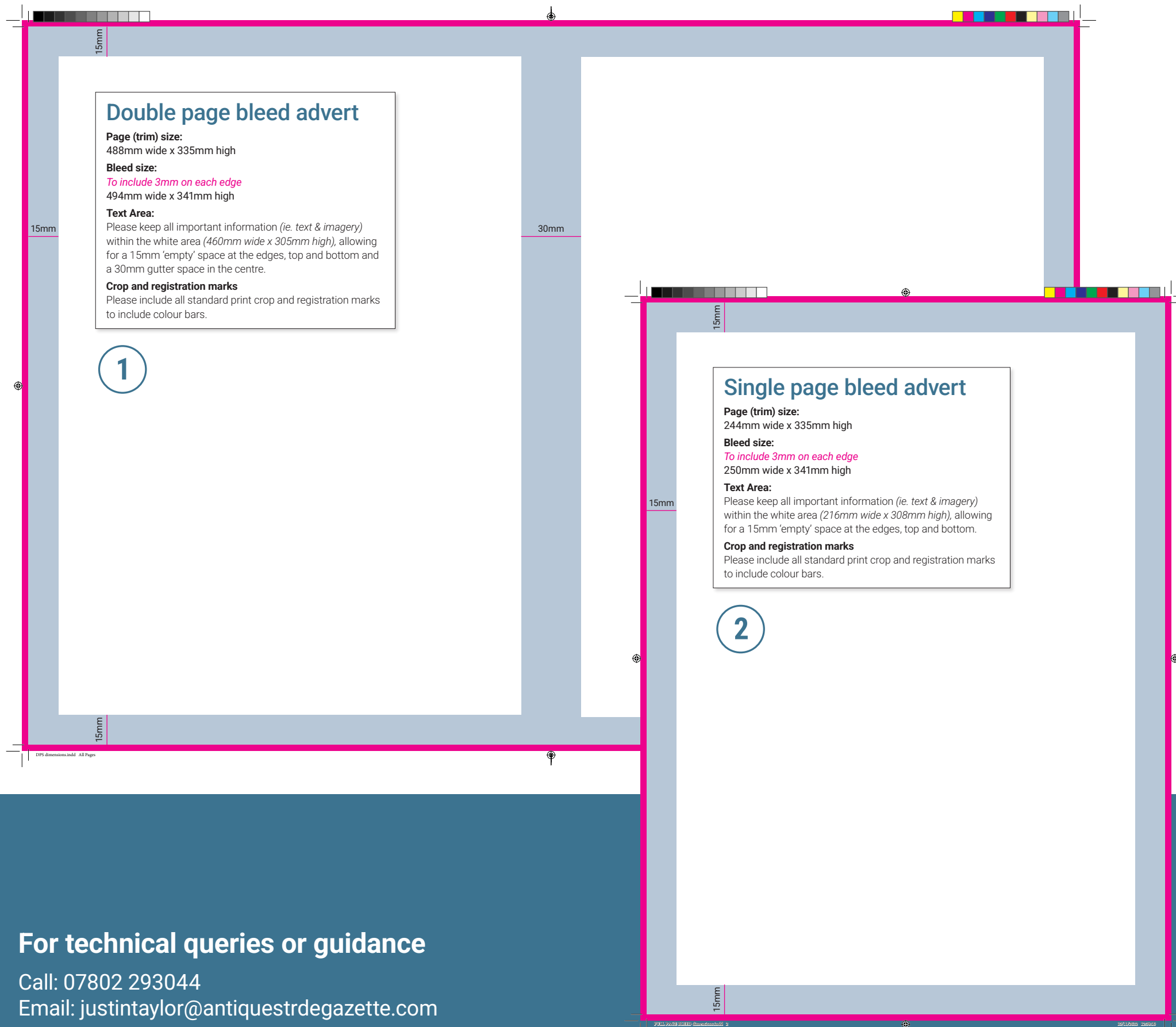
Copy/artwork deadline

Wednesday 12 noon (UK GMT)

We strongly recommend that you adhere to the copy deadline. This enables our team to check and preflight your PDF artwork to optimise quality during the proofing cycle.

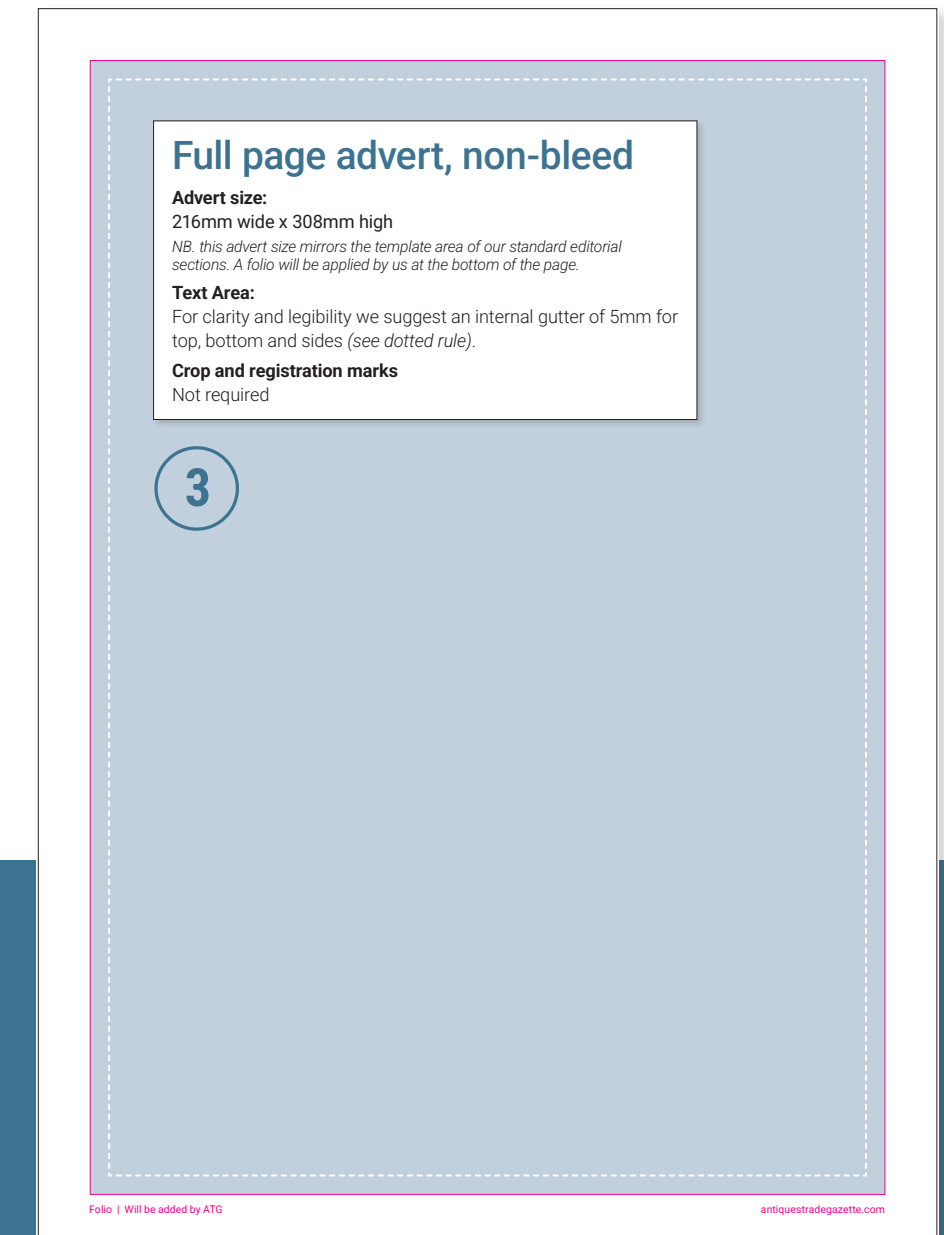
Copy supplied after deadline cannot be guaranteed for inclusion in the following week's publication. Antiques Trade Gazette goes to print at 4pm on Fridays and is posted to subscribers on Monday of each week (subject to Bank Holidays, etc).

Print Advertising Artwork Specifications



Layout guidelines for:

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



For technical queries or guidance

Call: 07802 293044

Email: justintaylor@antiquestrdegazette.com

Print Advertising Artwork Specifications

Auction and ROP advertising display sizes

Please note: Standard display adverts have no bleed and should be provided to the exact dimensions as described.

3/4 page

Advert size:
216mm wide
x 230mm high

1/4 horizontal page

Advert size:
216mm wide
x 74mm high

1/2 horizontal page

Advert size:
216mm wide
x 152mm high

1/4 vertical page

Advert size:
106mm wide
x 152mm high

1/8 horizontal page

Advert size:
106mm wide
x 74mm high

1/12 page

Advert size:
69mm wide
x 74mm high

1/2 vertical page

Advert size:
106mm wide
x 308mm high

3/4 vertical page

Advert size:
106mm wide
x 230mm high

1/6 vertical page

Advert size:
69mm wide
x 152mm high

Non auction premium positions also available

Front page banner

Advert size:
216mm wide x 50mm high

Shop window

Advert size:
106mm wide x 85mm high

Print Advertising Artwork Specifications

Fairs and Classifieds

Adverts within the Fairs and Classified sections of the magazine have additional options.

1/4 tall vertical

Advert size:
69mm wide
x 290mm high

1/2 horizontal page

Advert size:
216mm wide
x 140mm high

1/4 vertical page

Advert size:
106mm wide
x 140mm high

1/6 vertical

Advert size:
69mm wide
x 140mm high

1/8 vertical

Advert size:
69mm wide
x 104mm high

1/4 horizontal page

Advert size:
216mm wide
x 69mm high

1/12 page

Advert size:
69mm wide
x 69mm 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

BOX D

32mm high x 69.5mm wide

BOX E

50mm high x 69.5mm wide