

Advert specifications

Guidelines for digital media

World Cruise Industry Review is perfect bound and trimmed to 210mm (width) x 297mm (height).

World Cruise Industry Review is printed 100% computer to plate (CTP) using 4-colour printing (CMYK) and sheet-fed litho.

For best reproduction, materials should be submitted in a digital file format.

Platforms supported

Macintosh and PC

Supported software and formats

- Quark (qxd)
- InDesign (indd)
- Illustrator (ai, eps)
- Photoshop (300dpi jpg, tiff, eps)

We cannot accept any files created in Pagemaker, Corel Draw or Microsoft Publisher.

High resolution PDFs

PDFs should be created using Pass4Press specification job option (www.pass4press.com).

All high-res images and fonts must be included when the file is created.

Artwork should be 100% size and include all standard trim, bleed and centre marks outside of the live image area.

Images

For best reproduction, all images must be supplied at 300dpi. Only CMYK colour space is supported.

Fonts

Fonts must be supplied as Type 1 Postscript fonts with associated suitcase file(s).

We cannot use TrueType or Multiple Master fonts.

Submitting your advertisement

All digital files must be saved in a folder clearly labelled with your reference number and company name, for example:

Booking reference_Advertiser

The following file transfers are recommended:

FTP

IP address: [ftp.spgmedia.com](ftp://ftp.spgmedia.com)

Username: spgmedia, Password: 14days2

Note: requires Internet Explorer 5.0 or later

HTTP

IP address: upload.spgmedia.com

Username: spgmedia, Password: 14days2

Note: requires Internet Explorer 5.0 or later

Removable media

Media types supported: ZIP or CD-ROM

Ad copy submitted via post should be clearly addressed to:

Mark Brierley, World Cruise Industry Review

Client Services Executive

John Carpenter House

John Carpenter Street

London EC4Y 0AN

Email

If emailing please note we have an 8Mb limit on email file size. Advertisement file sizes that fall below this threshold can be emailed to:

markbrierley@pmgoperations.com

www.worldcruise-network.com

Advertisement sizes (width x height)

	Live area (width x height)	Bleed area (width x height)
Double page spread (incl. 6mm for gutter)	420mm x 297mm	432mm x 303mm
Full page	210mm x 297mm	216mm x 303mm
Half page island	124mm x 178mm	Bleed not offered
Half page horizontal	178mm x 124mm	Bleed not offered
Half page vertical	85mm x 255mm	Bleed not offered

Note: All bleed pages must have a 3mm bleed on all sides.
Type and important subject matter should be kept at least 8mm from the trim on all sides.

Information Panel guidelines

Please supply the following for your information panel:

- 50 words
- Company address and contact details
- Photograph, slide, transparency or high resolution (300dpi) image (Tiff, Jpeg or EPS - NOT your company logo)

We will then design and provide you with a proof of your entry prior to publication.



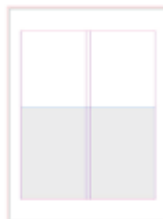
DPS
432mm x 303mm
including bleed



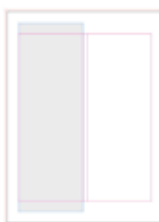
Full page
216mm x 303mm
including bleed



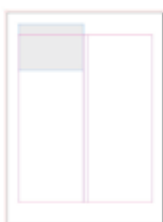
Half page island
124mm x 178mm



Half page horizontal
178mm x 124mm



Half page vertical
85mm x 255mm



Information Panel
90mm x 70mm (approx.)

Artwork and design service

If you are unable to supply your materials in any of the above formats, we can offer an artwork, design and production service.

In order for us to process your advertisement, please supply the following information:

- Advertising text
- Company contact details
- Company logo
- Photographs, slides or transparencies

We will then write, design and provide you with a proof of your advertisement prior to publication.

Charges

- Design and reprographics: £280
- Amendments: £50

Contact

If you have any queries please do not hesitate to contact **Mark Brierley** on 020 7936 6615 or email markbrierley@pmgoperations.com

www.worldcruise-network.com