

# Advert sizes and technical specifications

## Glossary

### Type Area

The 'safe' area within a page which is a comfortable distance away from the edge to guarantee that no type will be guillotined off when trimmed. Usually used as the area for a 'squared up' ad.

### Trim

The page edge. This is where the guillotine cuts blocks of finished print to size with a margin of error of a millimeter or two because the paper shifts slightly as the blade cuts through (hence the need for a Type Area and Bleed).

### Bleed

The extra area of background printed beyond the trim area to ensure that the finished advertisement is printed edge-to-edge without accidental white borders. Optional except for front and back covers.

### Full Colour

Colour printed out of a 4 colour palette - Cyan (blue), Magenta (Red) Yellow and Key (Black). Special colours or metallic (gold/silver etc.) available on request at extra cost.

### Mono

Single colour printing (usually Black and White - B/W)

## -Specifications

### Front Cover Banner

Always full colour. Always with bleed

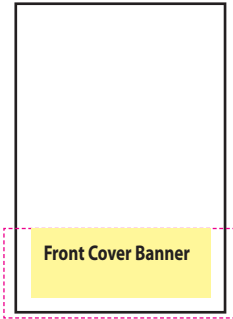
*All measurements in millimetres*

Type Area **40 x 110**

Trim **46 x 127**

Bleed **48 x 130**

**NB: Artwork at 300dpi only**



### Full Page

Full colour or mono. Bleed or squared up)

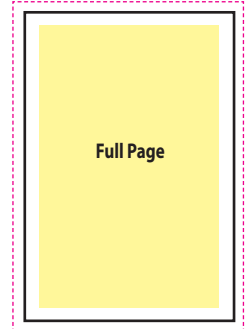
*All measurements in millimetres*

Type Area **190 x 130**

Trim **210 x 148.5**

Bleed **216 x 155**

**NB: Artwork at 300dpi only**



### Half Page

Full colour or mono. Bleed or squared up)

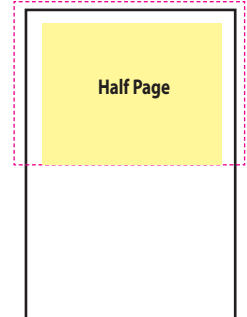
*All measurements in millimetres*

Type Area **92 x 130**

Trim **103 x 148.5**

Bleed **108 x 155**

**NB: Artwork at 300dpi only**



### Quarter Page

Full colour or mono. Squared up only)

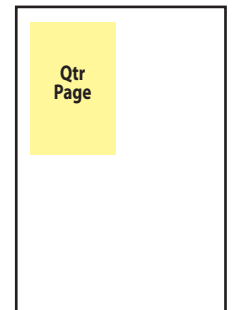
*All measurements in millimetres*

Type Area **92 x 63**

Trim **n/a**

Bleed **n/a**

**NB: Artwork at 300dpi only**



**ORACLE**  
publications

39 Alexandra Street, Southend, Essex SS1 1BW

**t: 01702 393838 f: 01702 331184**

info@oraclepublications.co.uk

www.oraclepublications.co.uk