

# HARRODS

CHRISTMAS GIFT GUIDE 2018

## ADVERT CHECKLIST

- Supply as a version 1.3pdf, with CMYK images
- DPS files must be supplied as two single pages, not as a spread
- Ink density should not be over 300%
- Trim marks must be included
- 3mm bleed must be added
- No web address to be included
- Colour proof must be submitted for all adverts
- Advert to be supplied via email, FTP or on CD
- Copy heavy display advertising is not accepted

## AD COPY DEADLINES

Christmas Gift Guide 2018

Thursday 27th September 2018

## AD SIZES

### Single Page

Trim 225mm high x 170mm wide  
Bleed 231mm high x 176mm wide  
Type 215mm high x 160mm wide

### DPS\*

Trim 225mm high x 340mm wide  
Bleed 231mm high x 346mm wide  
Type 215mm high x 330mm wide

**\*DPS ads must be supplied as 2 separate PDFs. This is a saddle-stitched publication so no gutter allowance is needed for for DPS adverts.**

## PDF SETTINGS

### Colour profile: PSO Coated v3

All ads must be sent as **High Res Pass4Press PDFs (Acrobat 1.3)**. Colour required is CMYK. Ink Density must not exceed 300%. Ads supplied in a different format will be subject to a £50 processing fee.

### Proof

A digital proof is required for an accurate colour match on press, which must be sent to Harrods Magazine prior to final deadline. If a suitable proof is not provided, Harrods Magazine cannot be held responsible for the colour reproduction of your advertisement on press.