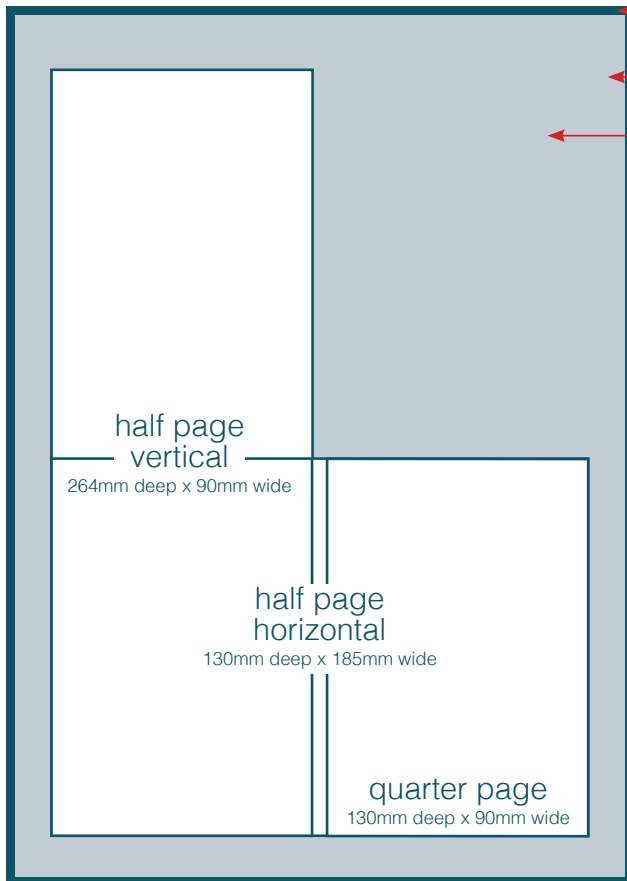


Print specification



BLEED 3mm

PAGE SIZE 297x210mm

SAFE ZONE 264x185mm

Please keep critical elements and text within this area

COMPLETE ARTWORK FILE FORMAT pdf

PDFX-1a (2001) Compatibility Acrobat 4 (PDF 1.3)

Must be exact size of the advert space booked.

All fonts embedded.

We only require cropmarks and bleed on full page and double page spreads.

No Microsoft Publisher or Word files for artwork.

COLOUR MODE CMYK

(No spot / Pantone colour or RGB colour) In an RGB colour mode certain colours will not retain their vibrancy when printed on paper, especially rich blues, bright reds and neon colours.

IMAGES 300dpi

Line art scans should be at least 600dpi

Images and logos saved from websites are most likely to be between 72- 96dpi and are unsuitable for printing.

PERFECT BOUND 5mm spine

ADVERTORIALS

Page - 400 words maximum

Double page spread 800 words maximum

EDITORIAL

All editorial copy to be supplied in a Word document

Images supplied separately

AD SIZES

Double page spread 290mm (h) x 420mm (w) - with 3mm bleed

Page 297mm (h) x 210mm (w) - with 3mm bleed

Half page 130mm (h) x 185mm (w)

Vertical half page 264mm (h) x 90mm (w)

Quarter page 130mm (h) x 90mm (w)

Digital specification

Unit name	Dimensions w x h px	Max size	File type	Postion
Website banner	937 x 87	200kb	jpg, png, gif (3 loops maximum)	Home page, About Us, YCP, Subscribe
Website MPU	310 x 370	200kb	jpg, png, gif (3 loops maximum)	Home page, About Us, YCP, Previous editions
Website leaderboard	937 x 200	200kb	jpg, png, gif (3 loops maximum)	Home page
Website Skyscraper	160 x 600	200kb	jpg, png, gif (3 loops maximum)	About Us, YCP
Website button	170 x 170	200kb	jpg, png	Useful Links