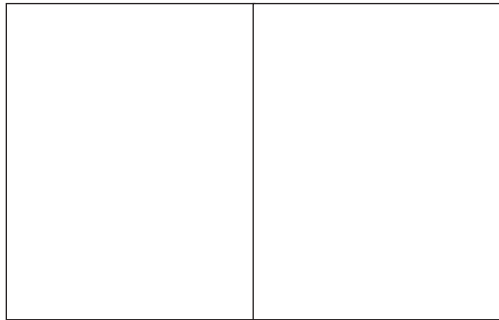


FORMATS AND MECHANICAL DATA

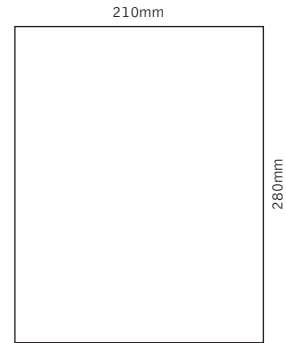


Double Page Spread

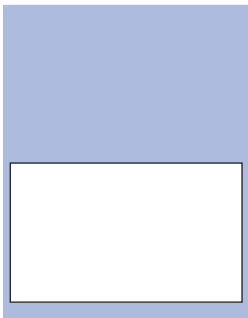
Full page (Type Area)
178mm x 229mm
will accept
178mm x 254mm

Full Page Bleed
216mm x 286mm
(includes 3mm allowance for all edges)

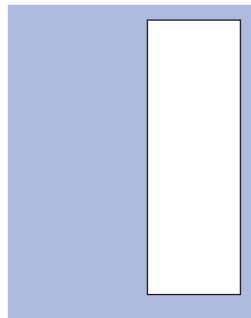
Trim 210mm x 280mm



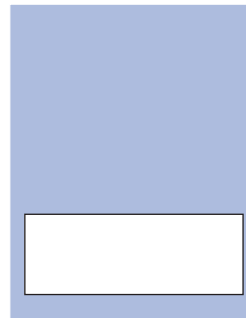
Full page



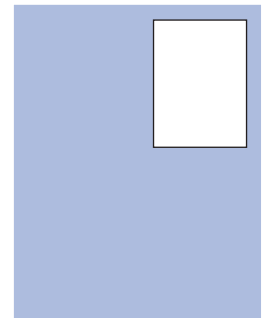
Half Page Horizontal
178mm x 115mm



Half Page Vertical
83mm x 229mm
will accept 83mm x 254mm



Quarter Page Horizontal
178mm x 70mm



Quarter Page Vertical
83mm x 115mm

Mechanical Data

All advertisements to be supplied as digital artwork in a preferred formats: **Macintosh QuarkXpress, Adobe Illustrator or Adobe Photoshop** with fonts and images supplied. All images must be saved as CMYK - EPS, TIFF or high resolution PDF files with a **colour copy/proof** of the advertisement for reference and printing guidance. Files to be supplied on disk.

These are the only formats we can accept.

Regrettably the cost of converting from other formats will have to be borne by the advertiser.

INTERNATIONAL

Bottler & Packer

FOOD PACKER
& PROCESSOR INTERNATIONAL

CHP Packer
INTERNATIONAL
Cosmetics, Healthcare & Pharmaceuticals Packer

binsted group

53 Basepoint, Caxton Close, East Portway Industrial Estate, Andover, Hampshire SP10 3FG

tel: +44 (0) 1264 326480 fax: +44 (0) 1264 326477