FINANCIAL TIMES

how to
spend it

Ad Copy Deadlines:	Three weeks prior to publication date
Ad Production Contact:	john.lee@ft.com / magscopy@ft.com 0207 873 4778

Copy Material Required:	High resolution Acrobat Distiller PDF and proof
PDF Specification:	PDF/X-1.A. Full spec for PDF file creation can be found at www.pass4press.com

Proof Specification: Supplied proof must be generated from the final PDF supplied. The proofing profile required for accurate press simulation is ISOcoated_v2_300_eci.icc' based on Fogra 39, characterisation data. The required ICC profile can be obtained from the ECI website http://www.ugra.ch/iso-color-profiles.phtml Fogra media wedge details can be found at www.fogra.org/

File Supply:

Email: magscopy@ft.com
FTP: ftp.dexter-premedia.com username: ft password: htsi
Please open relevant HTSI folder and place file within it, and notify FT that the file has been loaded.
CD + Proof:
 John Lee
 Financial Times, Bracken House, 1 Friday Street. London EC4M 9BT

Please note that we do NOT accept HTSI ads via QuickCut as this service is reserved for the FT Newspaper only.

Copy Dimensions - Height x Width

Size	Trim Size	Bleed Size	Type Area
page	350 x 280mm	356 x 286mm	310 x 245mm
DPS	350 x 560mm	356 x 566mm	310 x 520mm
half page horizontal	175 x 280mm	181 x 286mm	155 x 245mm
half page horizontal dps	175 x560mm	181 x 566mm	155 x 520mm
half page vertical	350 x 130mm	356 x 136mm	310 x 120mm
quarter page	n/a	n/a	160 x 120mm
quarter page vertical strip	350 x 75mm	356 x 81mm	310 x 60mm
quarter page horizontal	90 x 280mm	96 x 286mm	75 x 245mm

Please note that type or illustrative material on a bleed advertisement, but not intended to bleed, must be positioned at least 5mm away from the trim area dimension. Total ink coverage should not exceed 300%.
"Trapping, overprint & knockout"
We will not alter the overprint and knockout settings on your document, beyond removing any white overprint. If inappropriate overprint is used in a document (eg a lighter colour set to overprint a darker colour), The FT will not be held responsible for incorrect printed results. The creator should apply any trapping requirements if necessary, but must be aware of the various application software limitations. The printer will not apply trapping.