

# TV GUIDE Advertising Specifications (New 2010)

## All Sizes -Depth x Width

Advert Size	Image Size	Trim Size	Bleed Size
Double Page Spread	261mm x 446mm	275mm x 460mm	285mm x 470mm
Full Page	261mm x 216mm	275mm x 230mm	285mm x 240mm
*Half Page Horizontal	128mm x 216mm	135mm x 230mm	145mm x 240mm
Half Page Vertical	261mm x 99mm	275mm x 113mm	285mm x 123mm
*Third Page Horizontal	84mm x 216mm	91mm x 230mm	101mm x 240mm
Quarter Page	128mm x 106mm	N/A	N/A
7 Strip Panel	70mm x 216 mm	N/A	N/A
**Program Strip top	15mm x 105mm	20mm x 105mm	30mm x 115mm
Program Strip bottom	28mm x 216mm	N/A	N/A
Eight Page	128mm x 51mm	N/A	N/A
4cm Strip	40mm x 216mm	N/A	N/A

## Material Requirements

Colour advertising material must meet the following four colour requirements.

- All images must be 240 dpi to reproduce at 120 lines per inch in print.
- Colour enhancement techniques must be applied to all CMYK images.
- Any typefaces less than 9 points should not be used for reverses.
- A maximum total shadow end density not to exceed 280%. Maximum black is not to exceed 85%.
- Note: These are limits are for halftone reproduction only. Display type and background tints can use solid colours provided the total ink weight does not exceed 280% for background and text.
- When using solid black backgrounds a combintan 10% cyan, magenta and yellow with 100% black is recommended

\* **Please note that the type area boundry is 0 mm from the top and 7mm from the bottom of the trim for Half Page Horizontal and Third Page Horizontal ads. It is 7mm from the trim on the left and right trim edges.**

\*\* **The Program Strip top has a type area boundry that is 5mm from the top and 0 mm from the bottom, left and right edges.**

## Stock

- 52gsm sc

## Trimming Considerations

- **Type and Logos must be kept within the bounds of the type/image area parameters (which is 7mm in from the trim edge unless otherwise specified).**
- 5mm of bleed is required if designing a bleed advertisement.