

Technical specification for supplying digital files

FTA compiles all pages in digital format and requests all advertisers to supply their own copy in one of the following ways.

Photoshop files

- Save pictures as CMYK jpeg
- Minimum 300 dpi
- Turn any duotones or RGB files to CMYK
- Please do not use compression on files

PDF files

- PDF files to be supplied as composite CMYK
- Files must only contain single page elements
- Pages must be created to include bleed of at least 3mm when required
- Crop marks must be outside the bleed area, a 3mm offset is required
- Files must contain all images in high resolution (300dpi), CMYK format and have all fonts embedded
- 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
- **Do not send RGB or Pantone** documents – we use the 4 colour printed process **CMYK**
- If you are using significant areas of solid black please add at least **50% Cyan**
- Combined colour ink density must **not** exceed **300%**

Email

publications@fta.co.uk

Email attachments should be no larger than **10mb**

File sharing sites

These can be used to transfer pdfs – please ensure you advise publications@fta.co.uk accordingly.

When posting copy please use this address:

Will Reeves

Sponsorship and Advertising Manager

Freight Transport Association

Hermes House, St John's Road

Tunbridge Wells, Kent TN4 9UZ

For more details of our technical specification visit the Freight & Logistics section at www.fta.co.uk/advertising

FTA cannot take responsibility for production errors resulting from non compliance to the technical specifications. Any non compliance resulting in correction by the printer may be subject to additional charges

T: 01892 526171*
F: 01892 534989
fta.co.uk



*Calls may be recorded for training purposes.
Correct at time of going to press but subject to change.

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