

ADVERTISING SPECIFICATIONS

BDA DISPLAY

Use these specifications to send artwork to us. Please ensure that you include 3.175mm bleed where appropriate.

Acceptable File Formats for Graphics

Artwork should be supplied in PDF format. To ensure good reproduction of your artwork please supply a PDF to PDF/X-1a standard. If this is not possible, supply a standard CMYK, high resolution PDF (at least 300dpi), with all fonts and images embedded. Ensure that bleed is included and clearly shown with bleed marks.

We can also accept artwork supplied in these formats:

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, TIFF and EPS.

- Corel Draw and Microsoft Office files cannot be accepted
- PDFs should not use any passwords or security options
- Artwork should be pre-flattened so there are no transparent objects in the supplied file
- Full page advertisements must have a bleed of 3.175mm
- Should not exceed ink density of 300%
- Adobe Illustrator files need to be supplied with fonts and images or saved with images embedded and the text converted to outlines

Colour

- All files must use a CMYK or greyscale colour space
- No spot colours should be used
- No colour management, ICC profiles or Lab colour should be used

Fonts

- Embed or supply fonts as necessary
- Do not use 'multiple master' fonts

Images

- Images should be no less than 300dpi
- Images must be CMYK or greyscale
- Do not use duotones made using spot colours

Proofs

For best colour reproduction you must supply an accurate colour proof. Send via conventional mail to your production contact. The proof must have been created from the same digital files as those supplied to us.

Contact Information

Please send proofs to:

Ann Rees
The Macmillan Campus
4 Crinan Street
London, N1 9XW
UK

Tel: +44 (0)20 7843 4726

ann.rees@springernature.com

For further information, help and advice on any aspect of digital production please contact us using the details below:

Jason Rayment

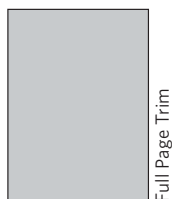
Tel: +44 (0)20 7843 4807

jason.rayment@springernature.com

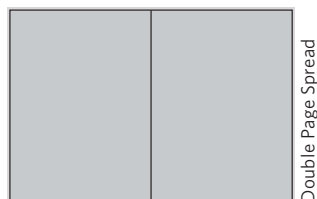
ADVERTISING SPECIFICATIONS

BDA DISPLAY

Full Page

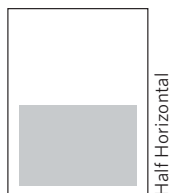


Full Page Trim

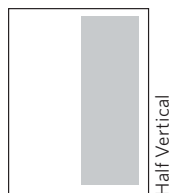


Double Page Spread

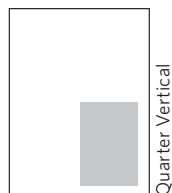
Fractional



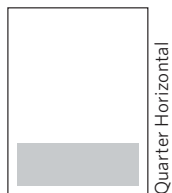
Half Horizontal



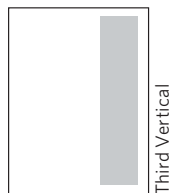
Half Vertical



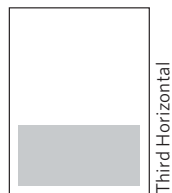
Quarter Vertical



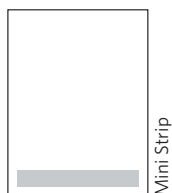
Quarter Horizontal



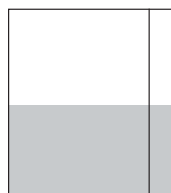
Third Vertical



Third Horizontal



Mini Strip



Half Double Page Spread

	Millimetres	
	Width	Height
Full Page Trim	210	297
Double Page Spread	420	297
Half Horizontal	181	131
Half Vertical	89	274
Quarter Vertical	89	131
Quarter Horizontal	181	63
Third Vertical	57	274
Third Horizontal	181	90
Mini Strip	181	25
Half Double Page Spread	420	146

All titles are printed in a portrait format at a trimmed page size of 210mm x 297mm (A4). The British Dental Journal is perfect bound, BDA In Practice and BDJ Student are saddle-stitched.

Please check with your sales representative to ensure that the advert size you require is available.

Please supply with an extra 3.175mm of bleed for all adverts that run to the edge of the page. Also ensure that all text and logos are placed no closer than 10mm from the trim.