

CLASSIFIED SPECIFICATIONS

ADVERT DIMENSIONS

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

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

Please supply with an extra 3.175 mm 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 10 mm from the trim.

BLEED SIZES (width x depth)

Full Page: 210 mm x 297 mm
(216.35 mm x 303.35 mm inc. bleed)

Double Page Spread: 420 mm x 297 mm
(426.35 mm x 303.35 mm inc. bleed)

NON-BLEED (width x depth)

Full Page Type Area: 180 mm x 270 mm

Half Horizontal: 180 mm x 130 mm

Half Vertical: 88 mm x 270 mm

Quarter Vertical: 88 mm x 130 mm

Quarter Horizontal: 180 mm x 60 mm

COLUMN SIZES (width x depth)

These can be 1-4 columns wide with the depth in increments of 10 mm up to a maximum of 270 mm.

e.g. 160 mm deep x 2 columns wide (size described as a 16 x 2)

1 Column: 42 mm x 10-270 mm

2 Columns: 88 mm x 10-270 mm

4 Columns: 180 mm x 10-270 mm

TECHNICAL SPECIFICATION

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 3.175 mm
- 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

IMAGES

- Images should be no less than 300dpi
- Images must be CMYK or greyscale

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. For monochrome advertisements, a laser print is sufficient.

CONTACT INFORMATION

Jason Rayment
The Macmillan Campus
4 Crinan Street
LONDON
N1 9XW

Tel: 020 7843 4807

jason.rayment@springernature.com



PRINT SPECIFICATIONS

Classified Advertisements		
Single Column Boxes	Size (mm)	Approx. word count
3x1	42x30	0-30
4x1	42x40	31-40
5x1	42x50	41-50
6x1	42x60	51-60
7x1	42x70	61-70
8x1	42x80	71-80
9x1	42x90	81-90

Double Column Boxes	Size (mm)	Approx. word count
3x2	88x30	51-60
4x2	88x40	71-80
5x2	88x50	91-100
6x2	88x60	101-120
7x2	88x70	121-140
8x2	88x80	141-160
9x2	88x90	161-180
10x2	88x100	181-200
11x2	88x110	201-220
12x2	88x120	221-240

Double Column Boxes	Double Column Boxes	Double Column Boxes
Quarter Page	88x130	241-260 words
Half Page Horizontal	180x130	Approx. 520 words
Half Page Vertical	88x270	Approx. 520 words
Full Page	180x270	Approx. 2,000 words

Column widths:
1= 42mm
2= 88mm
4= 180mm

Display Advertisements		
Full Page Advertisements	Width (mm)	Height (mm)
Full Page Trim Size	210	297
Full Page Type Area	180	270
Full Page Bleed Size	216	303
Double Page Spread*	420	297

Fractional Advertisements	Width (mm)	Height (mm)
Half Page Horizontal	180	130
Half Page Vertical	88	270
Quarter Page Vertical	88	130
Quarter Page Horizontal	180	60
Third Page Vertical	57	274
Third Page Horizontal	181	90
Mini Strip for <i>BDJ In Practice</i>	181	25
Half DPS Type Area*	386	131
Half DPS Bleed Size**	426	149

* 24mm gutter required – 12mm on each page. Avoid having text in this area. ** Bleeds only on the left, right and bottom of the artwork