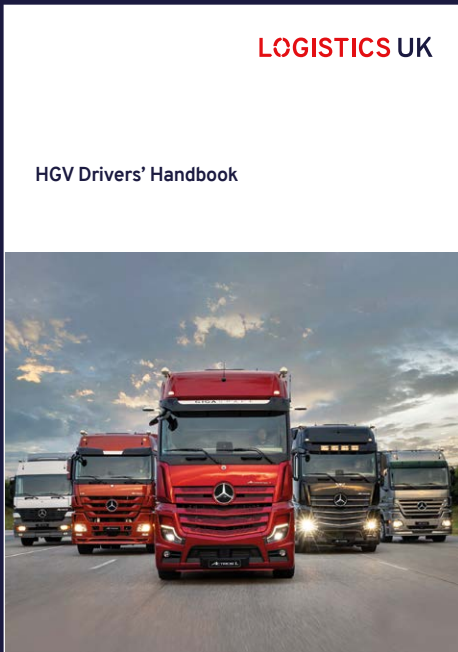


HGV Drivers' Handbook



Logistics UK *HGV Drivers' Handbook* is written to help drivers carry out their jobs safely, legally and professionally. The book contains information and tips on health and safety, staying legal and responsible driving.

It has been written by Logistics UK specialists who advise the Association's member companies on all aspects of commercial vehicle operation and is an indispensable guide for every professional driver.

The next edition will be revised and updated to reflect all new legislation and requirements. It is an ideal publication to promote products and services to drivers and transport managers.

CONTACT DETAILS

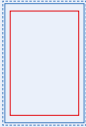


Robert Reed

Sponsorship and Advertising Manager

M: 07818 450412

rreed@logistics.org.uk

Advertising sizes

Position	Size (width x depth)		
	Type (mm)	Trim (mm)	Bleed (mm)
Back cover	128 x 190	148 x 210	154 x 216
Inside front cover			
Inside back cover			
Page			

For more details and costings please contact Robert Reed, Sponsorship and Advertising Manager
rreed@logistics.org.uk

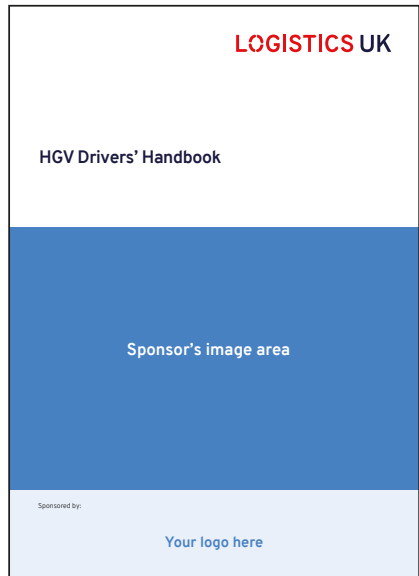
Please see back page for advert artwork technical specifications

Front cover image

There is a sponsorship opportunity to include your livery image and logo on the front cover.

Minimum image size

154mm (width) x 101mm (depth) @ 300dpi.
 Includes bleed



We can also offer personalised versions of the HGV Drivers' Handbook to include either of the following below.

Preferable minimum print quantity of 1,000

A quote will be generated and, once agreed, production dates will be given.

Cover

- 1 Logo only added to the front cover**
All adverts will remain the same as the Logistics UK cover version.

Please request the Logistics UK **'Supply of Logos'** technical specification sheet.

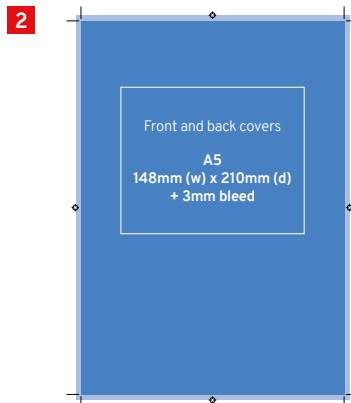


- 2 Full personalised cover**
Artwork must be supplied as individual pages.

Outside front and back covers:
A5 – 148mm (w) x 210mm (d)
+ 3mm bleed and crop marks.

Spine:
Once costings have been agreed the current spine size will be given.

Please see overleaf for full artwork specifications.



- 3 Full content personalisation**
Please contact your Logistics UK advisor for more information, including costings and schedules.

Technical specifications

PDF	Composite CMYK
Content	Single page elements only
Bleed	3mm on all sides
Crop marks	Outside the bleed area, a 3mm offset is required
Images	High resolution (300dpi), CMYK format
Fonts	Embedded
Trapping	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.
Solid black	Please add at least 50% Cyan to significant areas of solid black.
Density	Combined colour ink density must not exceed 300%.

Please do not send RGB or Pantone documents – we use the 4 colour printed process CMYK

Logistics UK 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.

Please send to (email attachments should be no larger than 25Mb)
design@logistics.org.uk