

# FREIGHT ADVERTS

## TECHNICAL SPECIFICATION FOR SUPPLYING DIGITAL FILES

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

### Indesign files (version CS):

- it is always safest for clients to supply the fonts used on their adverts, avoiding MultipleMaster and TrueType fonts
- please supply all images and fonts used in the advert

### Illustrator eps files (up to version CS):

- any fonts should be saved as outlines
- any colour pictures or logos used must be saved as CMYK – please supply all pictures and/or logos used in the file
- save final Illustrator documents as eps so they can be placed on Indesign pages

### Photoshop files

- save pictures as CMYK eps or tiff files
- minimum 300 dpi
- turn any duotones or RGB files to CMYK
- please do not use jpeg or compression on files
- make sure encoding is set to binary when saving as eps
- eps should not be saved with jpeg preview or jpeg encoding
- cut outs should be supplied as eps with clipping path

### Acrobat Distiller (up to version CS):

- We recommend Pass4press pdf specification
- see [www.pass4press.com](http://www.pass4press.com)

### 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, CMYK format and have all fonts embedded
- files should **not** contain any TrueType or MultipleMaster fonts, original jpeg images, or copydot scan elements
- 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 **Zip** files as these will be rejected

**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**

### Disks

**MAC** formatted (a proof must be supplied with copy)

When posting copy please use the address below:

**Naomi Queree**

**Media Solutions Executive**

**Freight Transport Association**

**Hermes House**

**St John's Road**

**Tunbridge Wells**

**Kent TN4 9UZ**

For more details of our technical specification visit the Freight section at **[www.fta.co.uk](http://www.fta.co.uk)**

FREIGHT CANNOT TAKE RESPONSIBILITY FOR PRODUCTION ERRORS RESULTING FROM NON COMPLIANCE TO THE TECHNICAL SPECIFICATION

ANY NON COMPLIANCE RESULTING IN CORRECTION BY THE PRINTER MAY BE SUBJECT TO ADDITIONAL CHARGES



FREIGHT TRANSPORT ASSOCIATION

HERMES HOUSE, ST JOHN'S ROAD, TUNBRIDGE WELLS, KENT TN4 9UZ

TELEPHONE: 01892 526171 FAX: 01892 534989 WEBSITE: [www.fta.co.uk](http://www.fta.co.uk)