

# Drivers' Handbook



FTA *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, advice on staying legal and fuel efficiency.

It has been written by FTA specialists who advise the Association's member companies on all aspects of commercial vehicle operation.

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

### Will Reeves

Sponsorship and Advertising Manager

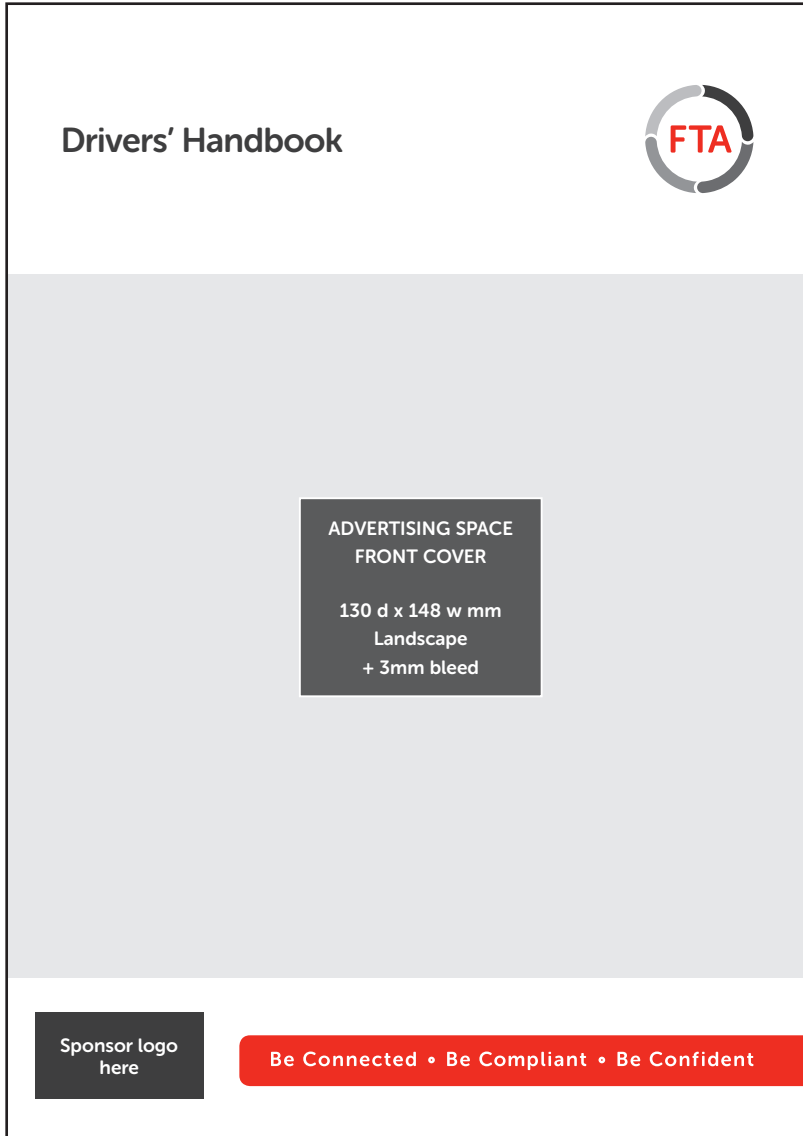
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# Advertising space – front cover



# Advertising costs and size

## Rates and specifications

Position	Colour £	Depth and width		
		Type (mm)	Trim (mm)	Bleed (mm)
Front cover	n/a	–	130 x 148mm	136 x 154mm
Back cover	n/a	–	210 x 148mm	216 x 154mm
Inside front cover	n/a	190 x 128mm	210 x 148mm	216 x 154mm
Inside back cover	n/a	190 x 128mm	210 x 148mm	216 x 154mm
Inside right hand	£1,250	190 x 128mm	210 x 148mm	216 x 154mm

**COPY DEADLINE** • 2017  
**PUBLISHED** • 2017  
**INVOICED** • 2017

# Technical specifications

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

## 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**

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

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\*Calls may be recorded  
for training purposes

11.16/WR