

Freight & Logistics 2017

Technical specification for supplying digital files



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

Photoshop files

- save pictures as CMYK jpeg
- minimum 300 dpi
- turn any duotones or RGB files to CMYK
- please do not use compression on files

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
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

File sharing sites

These can be used to transfer pdfs – please ensure you advise publications@fta.co.uk accordingly

When posting copy please use this address:

Will Reeves

Sponsorship and Advertising Manager
Freight Transport Association
Hermes House, St John's Road
Tunbridge Wells, Kent TN4 9UZ

For more details of our technical specification

visit the Freight & Logistics section at
www.fta.co.uk/advertising

Freight & Logistics 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

Tel: 01892 526171*

Fax: 01892 534989

www.fta.co.uk   

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*Calls may be recorded
for training purposes

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