

Van Drivers' Handbook



FTA's *Van Drivers' Handbook* is a quick and easy reference guide for drivers involved in the operation of vans and light commercial vehicles. Including best practice advice, tips and useful information regarding the rules of the road, FTA's *Van Drivers' Handbook* is a must-have for every van or light commercial vehicle operator.

The handbook reflects the unrivalled expertise of over 20 policy experts at FTA, and is an ideal publication to promote products and services to both drivers and transport managers.

CONTACT DETAILS

Will Reeves

Sponsorship and Advertising Manager

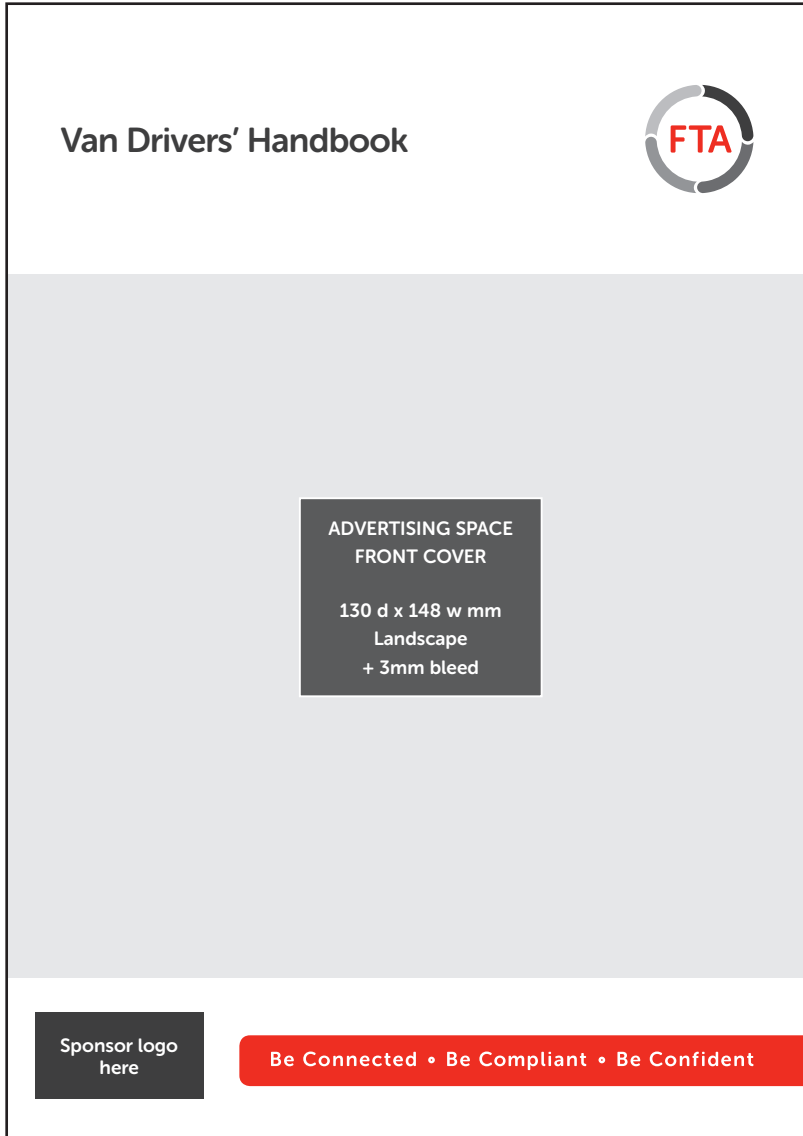
Direct line · 01892 552211*

Mobile · 07818 450470

Email · advertising@fta.co.uk

Be Connected • Be Compliant • Be Confident

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

Tel: 01892 526171*

Fax: 01892 534989

www.fta.co.uk   

Freight Transport Association Limited

Hermes House, St John's Road, Tunbridge Wells, Kent TN4 9UZ • Registered in England Number 391957

*Calls may be recorded
for training purposes

11.16/WR