

Display Advertising Specifications

File Types

Please supply print advertisements as a print ready PDF, with embedded fonts.

We will also accept advertisements originated in the following applications:

- Adobe InDesign.
- Adobe Photoshop.
- Adobe Illustrator.

Should be saved as EPS files, with text saved as curves/outlines, and colours saved as Process (CMYK).

Please email all adverts to:

michael.groves@soundonsound.com

Larger files may also be submitted via a cloud-based file transfer service (eg. WeTransfer, Dropbox etc).

Colours

All colours within any document must be saved in Process (CMYK) mode. If colours are saved in any other mode (ie. RGB, Index etc) they will appear different or MONOCHROME when printed.

Pictures & Logos

- All relevant EPS, TIFF, and any other original picture files that are used must be supplied with the main advertisement file.
- Logos and line art illustrations used in the advertisement can be supplied in either EPS or TIFF formats as long as colours are CMYK (Process).
- Scanned images should be supplied in either TIFF or EPS format. TIFFs

should not be compressed. EPS files must be single part files but must not be JPG encoded.

- Cutout images should be saved as EPS files with clipping paths, or they will appear 'jagged' when printed.
- Pictures should be saved at 300dpi, except for 'screen grabs' which will usually be 72dpi. These will obviously print at a lower resolution.

Typefaces

If fonts included in an advert are not available in our type library, they will be substituted for typefaces of similar appearance.

Production Charges

In-house typesetting, design and layout: + 10% of advertisement cost.

Loose Insertion Specifications

Insert Size

All leaflets to be inserted into Sound On Sound must be slightly smaller than A4.

Max. size 200mm wide x 295mm deep

Min. size 105mm wide x 148mm deep

Please Note:

All prices stated in any advertisements/loose insertions must be inclusive of VAT at the current rate to comply with consumer legislation.

Folded inserts

Folded inserts must have a closed edge. We cannot insert concertina folded leaflets except by prior arrangement and at substantially increased cost.

Landscape

This format of insert can only be accepted by prior arrangement.

A final printed copy of the insert must be supplied in advance to Sound On Sound before the insert can be carried in the magazine.

Copies should be sent to:

Michael Groves
SOS Publications Group Ltd,
Media House, Trafalgar Way,
Bar Hill, Cambridge,
CB23 8SQ, UK.

Packaging and Delivery

Inserts should be supplied either boxed and/or on pallets. If supplied in boxes, each box must be BOLDLY LABELLED as a loose insert with the following details:

Loose inserts to be inserted into:

Name of magazine ie. Sound On Sound

Magazine Issue eg. January 2018 issue

Number of boxes eg. 1 of 50

Number of inserts per box eg. 200 copies

Insert booked by: eg. The Company Ltd.

- Inserts must be presented in a uniform direction wherever possible or in turns no smaller than 150 copies.



PDF Specifications

Please use our settings to create your PDF files as they are specific to our printers.

SOS PDF specifications can be obtained from: **Michael Groves**
(michael.groves@soundonsound.com)

(Please note: all prices quoted in Advertisements must be inclusive of VAT at the current rate.)

- Inserts should be bundled in a manner that enables operators to take them without having to unwrap or re-dress small turns.
- If supplied loose on pallets, each pallet must be **BOLDLY LABELLED** as a loose insert, with details as above.
- Inserts should be well protected on the pallets to avoid damage to inserts.
- Pallets should be shrinkwrapped and banded four ways to secure contents.

Delivery Address

All inserts should be delivered to:

Sound On Sound Magazine,
c/o Warners (Midlands) plc,
The Maltings,
Manor Lane,
Bourne,
Lincolnshire,
PE10 9PH, UK.

Double Page Spread (Trim/Printable Area)
420mm x 297mm high

Double Page Spread (Including 3mm Bleed)
426mm wide x 303mm high

1/2 Double Page Spread (Trim/Printable Area)
426mm wide x 149mm high

1/2 Double Page Spread (Including 3mm Bleed)
426mm wide x 152mm high

Full Page (Trim/Printable Area)
210mm wide x 297mm high

Full Page (Including Bleed)
216mm wide x 303mm high

1/2 Horizontal (Standard)
186mm wide x 129mm high

1/2 Page Horizontal (Trim/Printable Area)
210mm wide x 149mm high

1/2 Page Horz (Bleed)
216mm wide x 152mm high

Junior Page (Island Half)
122mm wide x 173mm high

1/4 Page Standard

1/4 Page Standard
90mm wide x 129mm high

1/4 Page Horizontal
186mm wide x 60mm high

1/3 Page Horizontal
186mm wide x 85mm high

1/2 Page Vertical

1/3 Square

Third Page Square
114mm wide x 114mm high

1/3 Page Vertical (Standard)
59mm wide x 262mm high

1/3 Page Vertical (Bleed)
76mm wide x 303mm high

1/4 Page Horizontal (Bleed)
216mm wide x 83mm high

1/3 Page Horizontal (Bleed)
216mm wide x 109mm high

1/2 Page Vertical (Standard)
90mm wide x 262mm high

1/2 Page Vertical (Bleed)
109mm wide x 303mm high

1/3 Page Vert

1/4 Page Vert

1/4 Page Vertical (Standard)
50mm wide x 262mm high

1/4 Page Vertical (Bleed)
65mm wide x 303mm high

Please send all Advertising materials to:

Michael Groves, Production Department,

SOS Publications Group Ltd, Media House, Trafalgar Way,
Bar Hill, Cambridge, CB23 8SQ, UK

Tel: +44 (0)1954-789888 **Email:** michael.groves@soundonsound.com