



Technical Information

January 2020 REVISION(7) 28 JANUARY - 2020

BUNKERED GOLF MAGAZINE

ADVERTISING

DISPLAY

Trim size A4 [210 x 297mm], Perfect Bound

For inserts, advertorial or digital hyperlinks specifications please call Golf Sales Manager, William McGrath on 0141 353 2222



All specified sizes shown are width x depth mm

Description	Trimmed [mm]	With Bleed [mm]*	Type [mm]
Double Page Spread*	420 x 297	426 x 303	393 x 273
<i>*Gutter allowance on Perfect bound publications will be determined by spine, please call for details</i>			
Full Page	210 x 297	216 x 303	183 x 273
Half Page DPS	-	426 x 150	393 x 135
Half [Landscape]	-	216 x 150	183 x 135
Half [Portrait]	-	-	90 x 273
<i>*We request a 3mm bleed on three outside edges for Half, Quarter and Bookend in an Editorial. Call for advert position.</i>			
Quarter Page [Portrait]*	-	-	90 x 135
Quarter [Landscape]*	-	216 x 81	183 x 66
Quarter [Bookend]*	-	57 x 303	44 x 273
Third [Landscape]	-	216 x 104	183 x 89
Third [Portrait]	-	73 x 303	55 x 273

Description	Inside Cover Opened DPS	Inside & Outside Flap	Inside Front Cover
A4 Gatefold [Cover]*	407 x 297	200 x 297	207 x 297
Description	Opened DPS	Outside Page	Inside Page [Bound-in]
A4 Gatefold [Bound Insert]*	404 x 297	197 x 297	207 x 297
<i>*Size exclusive of 3mm bleed all round</i>			

SIXTH	EIGHTH	NINTH	SIXTEENTH
90 x 89	90 x 66	59 x 85	43 x 66

CLASSIFIEDS

All specified sizes shown are width x depth mm

Description	Column Size	mm
12 x 2 Quarter Page (Portrait) [Classified]	2 cols x 12.2 cm	91 x 122
Half Page (Landscape) [Classified]	4 cols x 12.2 cm	185 x 122
Full Page [Classified]	4 cols x 24.6 cm	185 x 246
6 x 2	2 cols x 6 cm	91 x 60
6 x 1	1 col x 6 cm	44 x 60

UK CLUB GOLFER NEWSPAPER

ADVERTISING

DISPLAY

Trim size [290 x 340mm], Saddlestitch

For inserts, advertorial or digital hyperlinks specifications please call Golf Sales Manager, William McGrath on 0141 353 2222



All specified sizes shown are width x depth mm

Description	Trimmed [mm]	Bleed [mm]*	Type [mm]
Cover Wrap [outside]	580 x 340	586 x 346	558 x 317
Cover Wrap [inside front & back]	290 x 340	296 x 346	267 x 317
Double Page Spread	580 x 340	586 x 346	558 x 317
Full Page	290 x 340	296 x 346	267 x 317
Half Page DPS	-	586 x 170	558 x 157
Half Page [Landscape]	-	-	267 x 157
Half Page [Portrait]	-	-	132 x 317
Bookend	-	-	64.5 x 317
132 x 157 (QPP)	-	-	132 x 157
267 x 77 (QPL)	-	-	267 x 77
132 x 77 (EP)	-	-	132 x 77
Region Size A	-	-	87 x 40
Front / Back Page Sponsorship	-	-	150 x 62
Junior Feature single	-	-	196 x 230
Junior Feature DPS	-	-	415 x 230

**Size inclusive of 3mm bleed all round*

For more information or questions regarding above technical information please contact the Production Department on 0141 353 2222

VISITSCOTLAND PUBLICATIONS

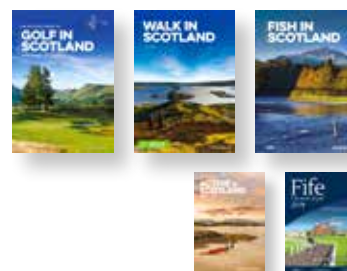
GOLF | FISH | WALK | ACTIVE

DISPLAY

Golf in Scotland: A4, Perfect Bound, [Trim 210 x 297mm]

Fish & Walk in Scotland: A4, Saddlestitch, [Trim 210 x 297mm]

Active in Scotland: A5, Saddlestitch, [Trim 148.5 x 210mm]



All specified sizes shown are width x depth mm

Golf, Fish & Walk (A4)	Trimmed [mm]	Bleed [mm]*	Type [mm]
Double Page Spread*	420 x 297	426 x 303	393 x 273
<i>*Gutter allowance on Perfect bound publications will be determined by spine, please call for details</i>			
Full Page	210 x 297	216 x 303	183 x 273
Half Page DPS	-	426 x 150	393 x 135
Half Page [Landscape]	-	-	183 x 135
Half Page [Portrait]	-	-	90 x 273
Quarter Page [Portrait]	-	-	90 x 135
Quarter Page [Landscape]	-	216 x 81	183 x 66
Third [Landscape]	-	-	183 x 89
Eighth	-	-	90 x 66
Sixth	-	-	90 x 88
Sixth [Double]	-	-	90 x 181
Visitor Attraction [Single]	-	-	58 x 64
Visitor Attraction [Double]	-	-	58 x 132
<i>*Size inclusive of 3mm bleed all round</i>			

Active (A5 Publication)	Trimmed [mm]	Bleed [mm]*	Type [mm]
Double Page Spread	297 x 210	303 x 216	282 x 196
Full Page	148.5 x 210	154.5 x 216	133 x 193
Half Page	-	-	133 x 95
Quarter Page	-	-	65 x 95
Sixth Page	-	-	65 x 62
<i>*Size inclusive of 3mm bleed all round</i>			

FIFE GOLF GUIDE [A5]

All specified sizes shown are width x depth mm

Description	Trimmed [mm]	Bleed [mm]*	Type [mm]
Full Page	148.5 x 210	154.5 x 216	133 x 193
Half Page	-	-	133 x 95
Quarter	-	-	65 x 95

CARAVAN & CAMPING

All specified sizes shown are width x depth mm

Description	Trimmed [mm]	Bleed [mm]*	Type [mm]
Tourist Attraction	-	-	54.5 x 100.5
Display	-	-	93 x 198

OTHER PUBLICATIONS

ADVERTISING

SOCIETY GOLF [A5]

Trim size A5 [148.5 x 210mm], Perfect Bound

For inserts, advertorial or digital hyperlinks specifications please call Golf Sales Manager, William McGrath on 0141 353 2222



All specified sizes shown are width x depth mm

Description	Trimmed [mm]	Bleed [mm]*	Type [mm]
Double Page Spread*	297 x 210	303 x 216	282 x 193
<i>*Gutter allowance on Perfect bound publications will be determined by spine, please call for details</i>			
Full Page	148.5 x 210	154.5 x 216	133 x 193
Half Page [Landscape]	-	-	133 x 95
Half Page [Portrait]	-	-	65 x 193
Quarter Page [Portrait]	-	-	65 x 95
Third	-	-	133 x 62
Sixth	-	-	65 x 62

SUPPLEMENTS

Trim size [210 x 270mm], Bound-in



All specified sizes shown are width x depth mm

Description	Trimmed [mm]	Bleed [mm]*	Type [mm]
Full Page	210 x 270	216 x 276	187 x 227
Half Page [Landscape]	-	-	190 x 120
Half Page [Portrait]	-	-	90 x 227
Quarter Page [Portrait]	-	-	90 x 120
Quarter Page [Landscape]	-	216 x 91	190 x 59
Eighth	-	-	90 x 59

For more information or questions regarding above technical information please contact the Production Department on 0141 353 2222

TECHNICAL INFORMATION

Text and reverse

Minimum 6pt for standard fonts, script and fine serif fonts 10pt. Reverse lettering should be produced with a minimum of colour, using the dominant colour for the shape of the letter and making lettering in subordinate colours slightly larger to reduce register problems. Small type sizes, particularly in serif faces, should be avoided.

Type

Minimum 10pt type, dominant colour for shape, secondary colours spread.

Line Widths

0.6pt can be used as black. When using lighter colours or tints, *PSP Media Group Ltd* advised minimum of 1pt

Live Matter

This should be at least 10mm from trim edges.

Minimum Font Point Size

Tints and images on white paper
Single colour tint 15% minimum dot
Multi colour tin 8% minimum dot

Supplying PDF Files

File Format

- ✓ High res PDF 1.3 compliant with PDF/X-1a only (Quark, InDesign, EPS and TIFF files are NOT accepted)
- ✓ A PDF file shall not be created with Adobe PDFWriter product
- ✓ Files must not contain any transparent elements
- ✓ Files must be composite
- ✓ Files must be CMYK
- ✓ A PDF file must have a crop box defined or have a crop box set to the same size as the media box
- ✓ Files must contain crop marks and they must be set to the trim box size (trim size of the magazine)
- ✓ All images colour and greyscale contained in the PDF must be high resolution (300dpi min - 450dpi max, recommended)
- ✓ Multiple master fonts must not be used
- ✓ Embedded composite fonts which are not sub-set must not be used in a pdf file
- ✓ All fonts must be embedded and all embedded fonts must be subsetted
- ✓ A PDF file must not contain white text set to overprint
- ✓ Images using 16 bits per sample must not be used in PDF files
- ✓ PDF files must not use layers
- ✓ PDF files must not contain annotations that are set to print
- ✓ The number of pages in a PDF file must be exactly one
- ✓ Total Area Coverage (TAC) of elements on a page should not exceed 300% for Offset and 360% Gravure
- ✓ Resolution of 1-bit images and greyscale images must not be below 2400 dpi
- ✓ 1-bit images must not use JBIG/vector compression
- ✓ Images must not use JPEG2000 compression

It is the file creator's responsibility to ensure that overprint settings within the file are correct. *PSP Media Group Ltd* will honour whatever overprint settings are included in the file and black will overprint or knockout depending on whatever the instruction is. Some proofing systems do not reliably show overprint and so *PSP Media Group Ltd* cannot be held responsible for an incorrect print despite any check-proofing that we may decide to carry out. It is preferred that double page spreads are supplied as two single PDFs but these should be proofed together. Do not add grind off /gutter bleed to the trim, the two pages should butt up (n.b this is not the same as gutter allowance which is part of the trimmed page). Where it is essential that detail within the picture itself presents a single image across the spine gutter when perfect bound, then the picture image should be duplicated across the centre line for 5mm each side (i.e. 10mm in all).

Supplying PDF Files - cont'd

This duplication of image must be included within the trimmed page width and not added to it.

- ✓ Files must not contain OPI (Open prepress interface) comments
- ✓ Files should be binary not ASCII
- ✓ The file creator should apply any trapping requirements. Trapping will be applied by the printer if no trapping has been applied to the file
- ✓ All files must be flight checked prior to submission
- ✓ All barcodes and QR's must be supplied in black only, not 4 colour black

This specification applies to 4 colour advertisements only. Please contact advertisement production for further information.

For further information on creating print ready pdf files please see the pass4press website where you can download walk-throughs for pass4press PDF settings from:

<http://www.ppa.co.uk/all-about-magazines/production/pass4press/>

You can download the PDF settings options such as Adobe InDesign, Acrobat Distiller latest versions, and QuarkXPress from the Ghent Workgroup and place it in the relevant settings folder depending on the application you are using.

Under-Colour Removal

UCR treatment in dark shadow areas is as follows

Cyan	20%
Magenta	30%
Yellow	30%

Four colour solids should be a maximum 280% to 300%, with the black printer 0% in clean highlight areas and a maximum of 80% in shadow areas. Black lines should be 100% black with no other colours.

DISCLAIMER: Whilst every effort is made to ensure that all advertisements are reproduced to the highest standard PSP Media Group Ltd will not accept responsibility for the reproduction of advertisements that have been supplied without a specified proof. If no proof is supplied or if it does not follow this specification or be verified to follow this specification, a check proof will be created from the file for press matching purposes.

MECHANICAL DATA

Our Software

Adobe CC 2016-19: InDesign, Illustrator, Photoshop, Quark 10 and PDF (as per above instructions)

[Please always check when supplying native files that software versions are compatible]

Please do not supply artwork as a Quark EPS.

If supplying native files please package (collect to output) to all fonts and images required, this includes supply of PSD files. Illustrator (Vector files) please outline all fonts.

Artwork can be supplied via WeTransfer etc of FTP. Please call for our secure FTP details.

Colour Matching

RGB / Pantone colours must be converted to CMYK prior to supply of your artwork.

For more information or questions regarding the above technical information please contact the Production Department on 0141 353 2222

DIGITAL ARTWORK DESIGN

ONLINE | EMAIL MARKETING | WEBSITES

All specified sizes shown are displayed as pixels

Description	Pixel Dimensions	Description	Pixel Dimensions
MPU	300 x 250	Leaderboard [Mobile]	320 x 50
Billboard	970 x 250	Billboard [Mobile]	320 x 100
Half Page	300 x 600		
Email Marketing	650 x [min depth 500]		
Leaderboard	728 x 90		
Skin [Site Take-over]*	<i>Please call for details of Skins</i>		
<i>*Custom size available on request. Call for details</i>			

DESIGN GUIDELINES

- Artwork should be created using pixels
- Colours should always be RGB. If you are using specific colours, then import or create as CMYK and create an RGB version (you may have to adjust certain colours to match).
- Email Marketing @ 650 pixels wide: fonts should appear no smaller than 11pt, if you wish them to be readable. Choose fonts wisely as Serif fonts at 11pt may appear bitmapped. Static web ads are typically small. Use simple typography to aid readability. Opt for a sans serif and try to size the text properly for the space. It needs to be easy to see and read.
- Avoid type tricks such as drop shadows or odd shading. Black or white lettering would be the preferred option in most ads. Type should feel trustworthy, direct and conversational.

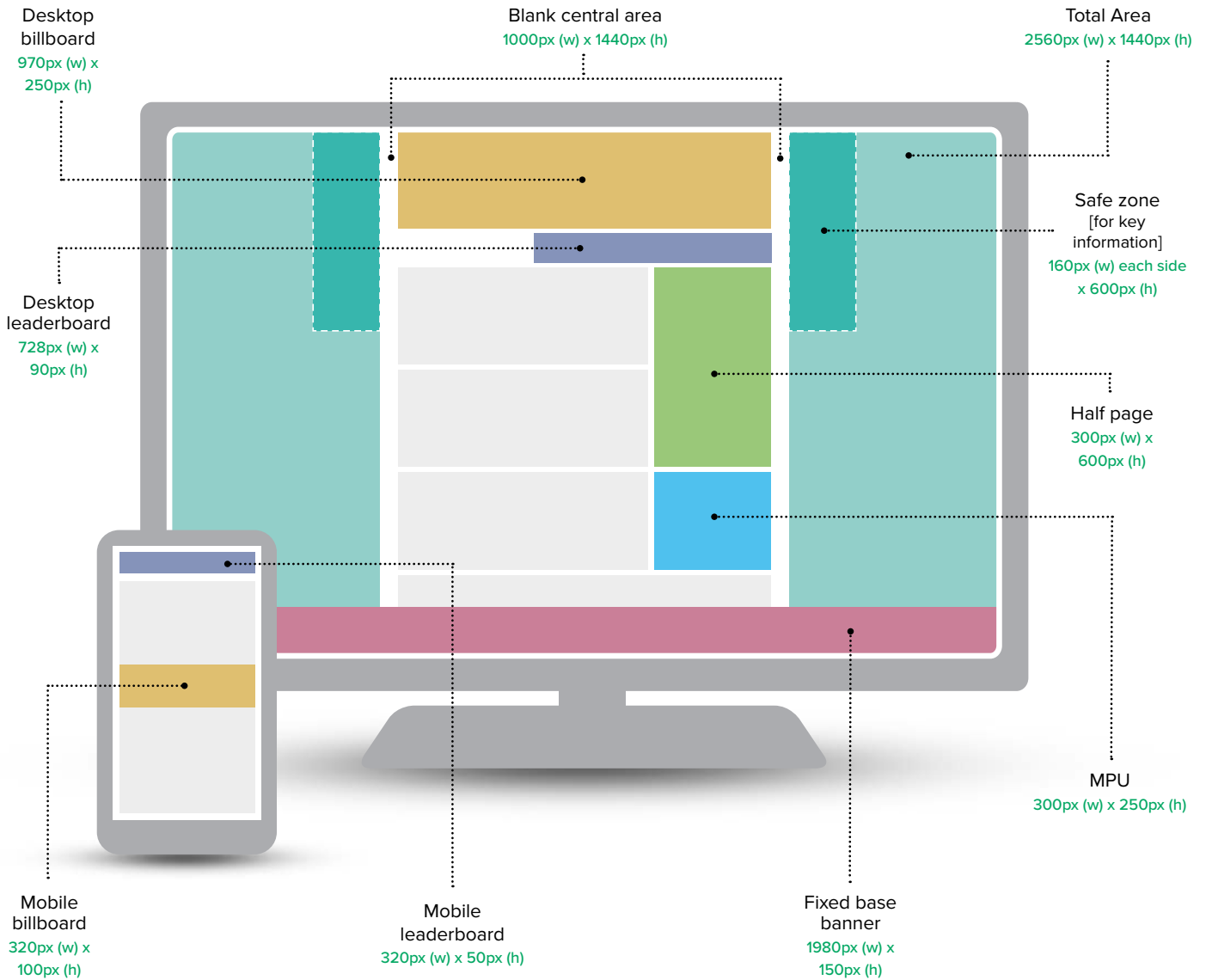
First and foremost:

Banner ads are designed to increase brand awareness and drive traffic to your website. They have 3 basic components:

- Your company logo must be included to build brand awareness. Make sure that it's visually dominant but not as dominant as the value proposition and the call to action.
- The value proposition: The value proposition showcases the service/product your brand provides and calls attention to itself with attractive products, special offers and prices, i.e. 'High Quality,' '50% off,' 'Limited time offer,' or 'Free!' It should take up the most space in your ad and be the first thing that your viewers' eyes are attracted to.
- The call to action: The call to action is usually made of text or a button with phrases like 'Click Here,' 'Learn More,' 'Watch Now,' or 'Register Here.' It should be a standout focal point of the ad, prompting viewers to click on it.
- Keep it simple visually and content-wise. Viewers are probably only going to glance at your banner for a second.
- File names should be kept short, with no spacing and no accents, full stops etc or glyphs; use an underline if you need to show a space in the final filename.

DIGITAL ARTWORK

ONLINE | EMAIL | WEBSITES | VIDEO



All specified sizes shown are displayed as pixels

MPU	300 x 250	Email Marketing	650 x [min depth 500]
Half Page	300 x 600	Fixed Base Banner	1980 x 150
Billboard	970 x 250	Leaderboard	728 x 90
Billboard [Mobile]	320 x 100	Leaderboard [Mobile]	320 x 50
Skin [Site Take-over]*	<i>Please call for details of Skins</i>		
<i>*Custom size available on request. Call for details</i>			

Acceptable file formats include GIF, JPEG, HTML5 and 3rd party. We do not accept .SWF file formats. High density format sizes can be provided. We accept 1x, 1.5x and 2.0x. This will enhance the quality of the banner on high resolution displays.

HTML5

We use Google DoubleClick to serve and track the adverts on the site. You can supply us with 3rd party tags or with HTML5 files to be hosted by us.

Please remember, by supplying HTML files the Google clicktag will override any other links within the document.

OTHER BANNER REQUIREMENTS

File naming – NO assets within your banner should contain a space within its naming convention.

File formats – We recommend using JPEG, PNG, GIF and SVG files as these have a low file size natively. Avoid TIFF files as these will contribute towards a larger file size.

Images – Avoid using large size images across your banner as these will dramatically contribute to increasing the file size.

Fonts – We advise using web fonts for text when building your banner; the banner may load with a different font if the font used is not web hosted.

Sound – Ads MUST NOT autoplay sound, however user initiated sound is commonly accepted on video rollover.

Rich Media – All Rich Media creative needs to be 3rd party or Rich Media vendor served.

Expandable – MUST include a clearly visible close button (X) on expansion. 30 x 30px minimum.

WALLPAPER

Acceptable file formats include static JPEG or GIF, under 200kb.

1920 x 1280	435
1680 x 1050	315
1280 x 1024	115
1280 x 800	115
1200 x 800	75
1152 x 864	51

VIDEO

We will recompress and resize the video files you supply to tailor video quality to the viewer’s device and connection.

- **Aspect ratio:** 4:3 or 16:9 (recommended)
- **Formats:** .MP4 (best practice as it has the widest browser support), .MOV
- **Frame rate:** 30 maximum frames per second
- **Duration:** As agreed

SOLUS EMAILS

- Can be provided as an image with links or HTML
- Must be a maximum of 650px wide
- Must be supplied at 300dpi – we will resize dpi in house if required
- Content can be as long as required – recommended maximum of 2300px (larger than this may not display on iPhone)

DESIGN GUIDELINES

- Artwork should be created using pixels
- Colours should always be RGB. If you are using specific colours, then import or create as CMYK and create an RGB version (you may have to adjust certain colours to match).
- Email Marketing @ 650 pixels wide: fonts should appear no smaller than 11pt, if you wish them to be readable. Choose fonts wisely as Serif fonts at 11pt may appear bitmapped.
Static web ads are typically small. Use simple typography to aid readability. Opt for a sans serif and try to size the text properly for the space. It needs to be easy to see and read.
- Avoid type tricks such as drop shadows or odd shading. Black or white lettering would be the preferred option in most ads. Type should feel trustworthy, direct and conversational.

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- Keep it simple visually and content-wise. Viewers are probably only going to glance at your banner for a second.
- File names should be kept short, with no spacing and no accents, full stops etc or glyphs; use an underline if you need to show a space in the final filename.

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LARGE FORMAT ARTWORK

EVENTS

DESIGN GUIDELINES

- All artwork should be supplied as quarter of actual size at 300 dpi. 150 dpi is acceptable for finished artwork at 1m or over
- All finished artwork must be supplied with 3mm bleed all round with a minimum of 10mm all round of 'safe space'.
- Supply files as CMYK, not RGB, as converting during print process may dull or change your perceived colour completely.
- Artwork specifically designed spreading across multiple panels should be supplied as spreads. A low-res pdf/jpg of panel breakdown should also be supplied.
- When supplying native files, please supply a low res jpeg or pdf of finished file, to confirm everything is displaying as you intended.

What is a Vector Graphic?

- Can be created in Adobe Illustrator (file extension would be: Graphic.ai, Graphic.eps, Graphic.svg etc)
- It means the graphic can be scaled to any size without loss of quality, which can happen with jpegs/tiffs/png if the DPI or effective PPI are not large enough used mainly for large format printing and overlay on images.
- For event panel artwork, please always supply vector artwork of graphics/logos and instruction if logo can be reversed in colour if required.

Things to do & avoid on large format printing

- To create a good solid black, use rich black (100% K with 40% C). Don't use four-colour black and try to keep all elements under 225% total ink limit. It's best to avoid solid colours of only one ink (i.e. pure cyan, magenta, yellow or black) as these can be susceptible to slight "banding". Also, any greyscale images should be converted to CMYK prior to being printed on our large format equipment.
- We'd recommend that you keep your text to a minimum of 14pt. Use a vector-based application like Adobe InDesign or Illustrator to set your text, rather than creating it in a bitmap-based application such as Photoshop. It is best to convert all text to outlines for large format printing.
- Gradients are likely to band when printed; if you do need to use a gradient then keep the colours close together on the the colour wheel and keep shade changes to a minimum. We'd recommend that the images used for large format printing are flattened prior to creating your PDF. Save them as TIF or JPEG files where possible. Transparencies can cause problems when applied to graphics that are to be printed as large format; you'll need to flatten any that are used.
- It won't help you much to use software like Photoshop to increase the resolution of a web graphic from 72 dpi to 300 dpi - you can't improve upon the quality you had in the first place. You need to ensure that your graphics are set up at the correct resolution from the start.

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