

6. Ad Guidelines & Specifications

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A guide to space

The following charts show the relative size of the most commonly requested space sizes and special positions available in the newspaper. However, many other sizes and shapes are available on request.

The grid shows the standard 8 column format of the newspaper. This applies to all advertising with the exception of Classified Recruitment (which uses a 10 column format) and some special positions. Space sizes are described by their number of millimeters in height across the number of column widths.

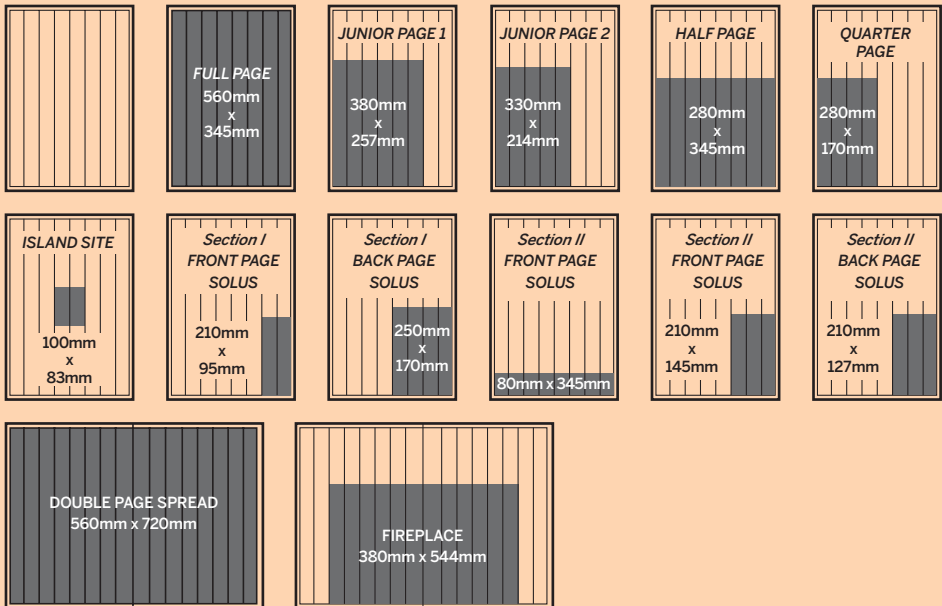
Advertisement dimensions disclaimer

The Financial Times employs a standard measurement of advertising space called the Single Column Unit (SCU). Each broadsheet page is divided into 8 columns across the page and 56 rows down the page. Tabloid pages are divided into 6 columns across the page and 34 rows down the page. A Single Column Unit (SCU) is defined as an area one column wide and one row deep on a broadsheet, tabloid or magazine page. **Because the Financial Times is produced at multiple print sites worldwide, each of which has a different specification, the actual physical dimensions of an SCU will vary across each of the FT's editions. However, an SCU will always cover the same percentage of the total printed page area in any edition.**

With regard to creative, advertisers are required to submit copy to physical dimensions based on our standard page size (a standard page is 560mm x 345mm for broadsheet, 340mm x 262mm for tabloid). **Depending on the editions booked, copy will not always be reproduced to the same dimensions as the material submitted. However, it will always occupy the same proportion of the printed page in each edition. FT will not therefore consider claims for compensation on the basis that a printed advertisement is not the same as a quoted copy size.**

Standard copy dimensions

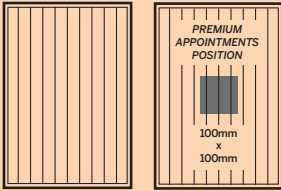
Display positions fit into an 8 column grid.



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Classified Recruitment

Sizes for Classified Recruitment are determined by the 10 column grid below:



Recruitment Column Width

Classified Recruitment Format (measurements in inches)

1COL	2COL	3COL	4COL	5COL	6COL	7COL	8COL	10COL
1-1/4	2-5/8	3-15/16	5-3/8	6-11/16	8-1/16	9-7/16	10-3/4	13-5/8

Column length: 560mm. Number of Columns: 10

Classified (excluding Recruitment)

All classified sizes, except Recruitment, fit into the 8 column grid.

Broadsheet Format (measurements in inches)

1COL	2COL	3COL	4COL	5COL	6COL	8COL
1-9/16	3-1/4	5	6-11/16	8-7/16	10-1/8	13-5/8

Column length: 560mm. Number of Columns: 8

Classified Column Widths

All classified sizes, except for Classified Recruitment, fit into the 8 column grid below:

Columns	1	2	3	4	5	6	7	8	10
Standard (mm)	40	83	127	170	214	257	--	345	--
Executive Appointments (mm) - Recruitment	32	67	101	136	171	205	240	274	345
Tabloid (mm)	40	84	129	173	218	262	--	--	--

Tabloid sizes (mm)

	Width	Depth
Full Page	262	340
Half Page	262	167
Junior Page	173	250
Quarter Page	129	167

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Column Depth Conversion Table

Cm	Agate Lines	Inches	Cm	Agate Lines	Inches
3	16	1-3/16	26	143	10-1/4
4	22	1-9/16	27	148	10-5/8
5	27	1-15/16	28*	151	10-7/8
6	33	2-3/8	29	159	11-7/16
7	38	2-3/4	30	165	11-13/16
8	44	3-1/8	31	170	12-3/16
9	49	3-9/16	32	176	12-5/8
10	55	3-15/16	33	181	13
11	60	4-5/16	34	187	13-3/8
12	66	4-3/4	35	192	13-3/4
13	71	5-1/8	36	198	14-3/16
14	77	5-1/2	37	203	14-9/16
15	82	5-7/8	38	209	14-15/16
16	88	6-15/16	39	214	15-3/8
17	93	6-11/16	40	220	15-3/4
18	99	7-1/16	41	225	16-1/8
19	104	7-1/2	42	231	16-9/16
20	110	7-7/8	43	236	16-15/16
21	115	8-1/4	44	242	17-5/16
22	121	8-11/16	45	247	17-11/16
23	126	9-1/16	46	250	18-1/8
24	132	9-7/16	56	308	22
25	137	9-13/16			

* 28cm spaces occupy 27.7cm depth

Standard Size Advertisement Measurements

	Width	x	Depth
Full Page	13-5/8"	x	22"
Junior Page 1	10-1/8"	x	14-15/16"
Half Page (Horizontal)	13-5/8"	x	10-7/8"
Half Page (Vertical)	6-11/16"	x	22"
Junior Page 2	8-7/16"	x	13"
Quarter Page	6-11/16"	x	10-7/8"
Eighth Page V1	6-11/16"	x	5-1/2"
Eighth Page V2	5"	x	8-1/4"
Eighth Page V3	3-1/4"	x	10-7/8"

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In order to obtain the best possible reproduction, please read this specification thoroughly. The FT cannot be held responsible for advertisements that do not meet the FT specification.

Before creating ad, please confirm with US traffic department (ustraffic@ft.com) whether your ad is broadsheet or tabloid.

Printing Specifications

- Ads must be supplied to exact dimensions without crop marks, house logos, or extraneous matter.
Files submitted out of spec will not be accepted.
- The FT newspaper has a screen ruling of 100 lpi therefore we recommend the following:
CT (scan) resolution = 200 pixels per inch. Line work resolution = 1000 pixels per inch.
- Allow for at least 30% mid-tone dot gain, and a maximum of 20% shadow dot gain.
- The total dot percentage in saturated areas should not exceed 250% for color ads.
- The minimum for black type is 6 points.
- The minimum for four color and knock out type is 10 points.
- To avoid set off, any large areas of black should have a tint value of 85% applied.

Digital File Formats

Digital files will only be accepted in the following font encapsulated format:

- A press optimized PDF (Acrobat 5.0) file with all of the fonts encapsulated.
- Please name file with Advertiser's name & insertion date (e.g. AdvertiserXJan1.pdf).

We require PDF files for any advertisements in the Financial Times. Files must be in PDF/X-1a format.

In order to provide you with the best possible results, we prefer that the files you submit to us contain as much vector artwork as possible (text, lines, shapes, etc, created in either Quark, InDesign, Illustrator or similar programs).

The only exception to this is photos, which will always be provided as raster artwork (i.e. from Photoshop or some other photo-editing software). **Please do not set type in Photoshop. Text must be set in either Quark, InDesign, Illustrator or any other page-editing software program. Photoshop will cause you to provide text in raster format, which will be poor quality text and will not be accepted.**

The resolution of these elements should be at least (i.e. no less than) 600dpi for lineart (bitmap elements) and 200dpi for grayscale or color photos. Please note: PDF file must be saved at 300dpi. Please do not apply any color profiles to your files - all profiles are removed once submitted. **Also, transparencies must be flattened before submitting your PDF to us.**

Digital File Delivery – Black and White Ads Only

Ads Via Email

Only press optimized pdf files smaller than 10mb are accepted via E-mail. Please send to ustraffic@ft.com

Ads Via ADSEND

The adsend code for the FT is "UKLFT".

Please send adsend confirmation ID# to ustraffic@ft.com. Files will not be downloaded without confirmation number.

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Color Ads

Color Digital Proofing

The Financial Times will only accept Colorbus proofs with the FT curve applied, as contract proofs. (The FT cannot guarantee the printed quality of any advertisement not accompanied by colorbus proofs.) All approved suppliers can supply Colorbus proofs on FT stock paper with the FT curve applied.

Proofing Ink Densities

In order to reflect press ink densities, proofs should have the following ink weights applied:
Cyan 0.85 - 0.95 Magenta 0.85 - 0.95 Yellow 0.75 - 0.85 Black 1.10 - 1.15

Approved Suppliers For Color Ads

The Financial Times has a network of approved reprographic suppliers. These companies will on receipt of your digital file, verify and if necessary correct the advertisement to meet the FT specification. In addition to this, you will be supplied with a colorbus proof on FT stock, with the FT proofing curve applied. This will give an accurate representation of the final printed result. Upon your approval, an approved supplier will supply the FT production department with a colorbus proof, and an electronic file to FT specification, ready for publication.

All color files must be posted to FTP site.

Ads Via Advertising Gateway

The FT has established a central advertising gateway through the use of SCI's facilities in Carlstadt, NJ. Ad copy originating from North/South/Latin America and the Caribbean should be sent electronically to SCI. SCI will verify that the ad copy is in accordance with FT specifications. This is the required method for delivery of color digital files.

Instructions for transmission of digital files to SCI via FTP site as follows.

Please note server is case-sensitive:

Host name: ftp.sciimageftp.com

User ID: ftimes

Password: ftimes4

Directory: To SCI

Please send notification of file transmission via Email to ftnewsdiv@sciimage.com and ustraff@ft.com.

Alternatively, CD-ROM, 250 Mb or 100Mb Iomega Zip disk, 1GB Jaz or 3.5" floppy disk can be sent to:

SCI

100 Castle Road

Secaucus, New Jersey 07096

Tel: 201-935-3500

Att: Keith Puzio/Newspaper Division

FT Approved Suppliers — US

SCI

Tel: 201 935 3500

Contact: Keith Puzio and Peggy Taylor

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Production Contact Numbers — US Advertisers

Hope Kaye
Tel: 212 641 6548
ustraffic@ft.com

Felicia Scott
Tel: 212 641 6549
Fax: 212 641 6495
ustraffic@ft.com

FT Approved Suppliers — UK

ADMAGIC
Tel: +44 (0) 20 7575 7676
Contact: Steve McAllister or Anos Huntley

ADPLATES
Tel: +44 (0) 20 7251 4571
Contact: Mark Harrison or Danny Roche

KEENE REPRO
Tel: +44 (0) 20 7251 2722
Contact: Claire Cooper or Matthew Walker

PRODUCTION RESPONSE
Tel: +44 (0) 20 7388 4114
Contact: Keith Sapsford

SEVEN WORLDWIDE
Tel: +44 (0) 20 7861 7777
Contact: Andy Quinn or George Bainbridge

TAPESTRY MM
Tel: +44 (0) 20 7896 3000
Contact: Richard Steer

All approved suppliers have the FT digital proofing curve and offer the same facilities in terms of file verification, proofing and electronic delivery.

FT Copy Lead Times

Section

Classified:	General	4 days for all regions
Classified:	Weekend FT	5 days for all regions
Classified:	Recruitment	7 days for all regions
Display:	General (Color)	7 days for all regions
	General (B/W)	5 days for all regions
	Weekend FT	5 days for all regions
	Edition Spreads/Butt-ups	5 days for all regions
	Reports	10 days for all regions
	Tabloids	10 days for all regions
	Reports/Spreads/Butt-ups	10 days for all regions

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Production Contact Numbers — UK

B/W DISPLAY production coordinator:
Tel: +44 (0) 20 7873 3402 Fax: +44 (0) 20 7873 4525

Color DISPLAY production coordinator:
Tel: +44 (0) 20 7873 3410 Fax: +44 (0) 20 7873 3233

B/W Reports production coordinator:
Tel: +44 (0) 20 7873 3440 Fax: +44 (0) 20 7873 4525

Color Reports production coordinator:
Tel: +44 (0) 20 7873 3440 Fax: +44 (0) 20 7873 4525

CLASSIFIED production coordinator:
Tel: +44 (0) 20 7873 3344 Fax: +44 (0) 20 7873 3233

Email address: production.client.services@ft.com

Special Position Advertisement Dimensions

Section 1

	Depth (mm)	Width (mm)
Front Page Solus	210	95
Back Page BPSI	250	170
Back Page Ear Piece	32	59
Radio and TV Solus	100	83
Weather Solus (width: UK/Int'l)	20	170

(Saturday only)

Leader Page	210	127
Front Page Weekend Money	210	127
Back Page Solus Weekend Money	250	170

Section 2

	Depth (mm)	Width (mm)
Front Page Solus (vertical)	210	145
Front Page Solus (horizontal)	80	345
Back Page Solus	210	127
Ear Piece: Market This Week (Monday)	40	80
Island Site 2 (Asia only)	240	145
Island Sites (Unit Trusts + Offshore)	100	83
World Stock Markets 1	95	76
London Share Service	100	83

**Please note that Solus Positions have a 60-day cancellation deadline.
Ads cancelled after deadline will be charged.**

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Spread Advertisements

Panoramics (Double Page Spreads) must be supplied **5 business days** prior to publishing date.

All supplied materials, unless requested otherwise, will be retained and stored for a period of six months from the date of publication, after which time they will be destroyed.

Spread Size	Depth (mm)	Width (mm)
Double Page Spread	560	720
Fireplace Spread	380	544
Jr. Fireplace Spread	330	458
Half Page Spread	277	720