

# **FT Executive Appointments & Special Reports Advertising specifications**

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# Executive Appointments

The following charts show the relative size of the most commonly requested space sizes available in **Executive Appointments**. However, many other sizes and shapes are available on request - visit [www.ft.com/techspecs](http://www.ft.com/techspecs) for details.

The grid shows the 10 column format of Executive Appointments. Space sizes are described by their number of units in height across the number of column widths.

## Broadsheet Recruitment

Columns	1	2	3	4	5	6	7	8	10
Width	32mm	67mm	101mm	136mm	171mm	205mm	240mm	274mm	345mm

## Commonly requested space sizes

1/8 = Height 130mm x 5

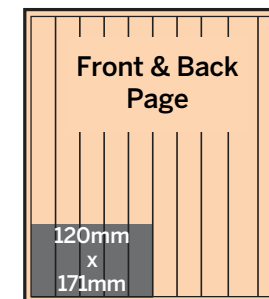
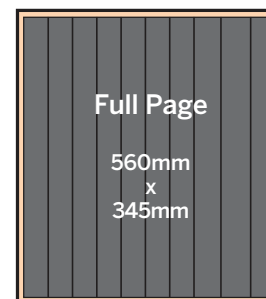
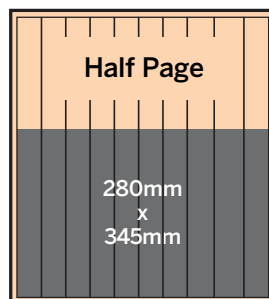
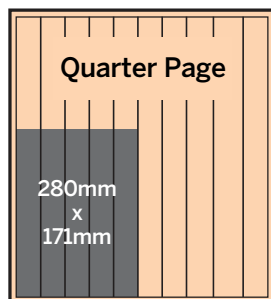
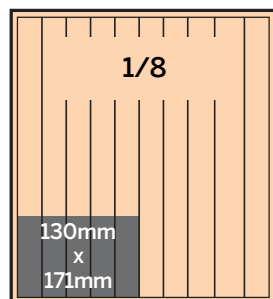
Half Page = Height 280mm x 10

Front & Back Page = Height 120mm x 5

Quarter Page = Height 280mm x 5

Full Page = Height 560mm x 10

Display positions fit into a 10 column grid



# Special Reports

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

## Broadsheet & Tabloid Special Reports

Columns	1	2	3	4	5	6	7	8
Broadsheet Reports	40mm	83mm	127mm	170mm	214mm	257mm	301mm	345mm
Tabloid Reports	40mm	84mm	129mm	173mm	218mm	262mm		

## Commonly requested space sizes

**Broadsheet reports**

- Quarter Page = Height 28cm x 4
- Half Page = Height 28cm x 8
- Full Page = Height 56cm x 8

**Tabloid reports**

- Quarter Page = Height 17cm x 3
- Half Page = Height 17cm x 6
- Junior Page = Height 25cm x 4
- Full Page = Height 34cm x 6

# Printing specification

- Ads must be supplied to exact dimensions without crop marks, repro house logos or extraneous matter
- 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
- Please use type 1 fonts only, no truetype, no multiplemaster and no bitmaps
- The FT prints in CMYK – please don't supply rgb, lab, pantone or multitone images
- Only supply composite files, no separations please
- Please do not supply files with transparency
- When generating PDF's please ensure Overprint Preview is turned on, in order to view predictable final output
- It is recommended you do not go below 0.6pt for borders and rules
- For colour, the total dot percentage in saturated areas should not exceed 250% and the minimum highlight recommendation is 5% cyan, 4% magenta, 4% yellow. Please note that in order to prevent overinking, if an advert exceeds 250% total ink coverage our software will automatically reduce it to the required amount, using generic tables
- For mono the recommended maximum dot should be 85% and the minimum dot 4%
- The recommended minimum for reversed out type is 10 point
- The recommended minimum for mono text is 6pt
- The recommended minimum for multicoloured text is 10 point
- Don't use 4 colour black text, as even the slightest mis-registration causes disappointing results
- To avoid set off, any large areas of black should have a tint value of 85% applied
- Colour adverts must be supplied with a mono standby

# Acceptable formats

## **PDF**

PDF files will only be accepted with all of the fonts and images embedded and set to the exact size of the advert with no register marks or extraneous material.

## **PDFx/1a**

If in doubt, set your distiller job option to **PDFx1a** - this preserves all the advanced information needed for high-end printing of your PDF files.

Please name the file **FT Ad ID Number**

For colour ads, please supply a mono standby file. If a mono standby file is not received, the FT will generate a file automatically using generic tables.

## Contact details

Telephone: +44 (0)207 873 4909 or +44 (0)845 458 9850

Fax: +44 (0)845 458 9840

**[www.ft.com/advertising](http://www.ft.com/advertising)**

