Carnival Programme Page Sizes & Specifications for Advertisements (2026)

Full-page

Page size: A5 (210 x 148 mm) **portrait** (vertical) format.

Two alternatives:

1. **Edge-to-edge**: 210 x 148 mm. Please include 3mm bleed all round, and crop marks.
2. **Margin inset**: 191 x 131 mm, 7mm top, left and right, 12mm bottom (to allow for page numbering), and crop marks.

Half-page

Page size: 131 x 92 mm, **landscape** (horizontal) format.

Please include crop marks, but bleed is not needed.

Quarter page

Page size: 92 x 62 mm, **portrait** (vertical) format.

Please include crop marks, but bleed is not needed.

File format

3. **JPEG** with resolution of 300 dpi. PDF at 300 dpi is also acceptable, providing typefaces (founts/fonts) are embedded or attached – TT (True Type) preferred. (Commercial typeface licensing normally permits sharing if it is for the sole purpose of external final printing.) **Bold Blossom** undertake to delete any such shared files once the Carnival Programme has been finally printed.
4. Colour format **RGB** or **CMYK** (colour bars not needed, these will be set by software). CMYK may be preferable, especially for photographs, but our printers now assure us they are working with RGB wit no issues. (Free software, Graphic Converter will convert to CMYK if you prefer – www.lemkesoft.de/en/products/graphicconverter/)
5. Colour profile: Coated FOGRA27 (ISO 12647-2:2004) and we will set that in Affinity Publisher.

For your information: CMYK vs. RGB?

CMYK are ‘process’ colours as used in four-colour offset or laser printing. These colours are **c**yan, **m**agenta, **y**ellow and **k**ey. Cyan is a blue, magenta is a pinkish red, yellow is yellow, and key is black, so-called because printers use it to key, or position, the printing on the page, hence crop and registration marks are in ‘key’ (black).

RGB are red, green and blue, which are the colours used in computer monitors, televisions, and digital cameras (video and still). With the addition of black, these are the colours to which home and office inkjet printers are designed to respond through firmware conversion that is built into the printer. Higher quality inkjet printers may work directly with CMYK encoding. The original colour inkjet and dot matrix printers only had three colours, red, green and blue, so black was achieved by over-printing those three colours. Modern printers detect when all three colours are being used for a single pixel, and use black instead. (It is actually a bit more complex than that, but I am sure you get the idea.)

Any further questions? Please contact me: ***Robin Hiseman, 07764 228406, robin@boldblossom.co.uk***