Carnival Programme Page Sizes & Specifications for Advertisements

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

1. **PDF** (preferred) with image resolution of 300 dpi. Please make sure all typefaces (fonts, US) are embedded, or enclose the file, TT – TrueType or OTF – Open Type Face, so we can install it along with your document file. Copyright automatically includes use for printing. We may need to charge if we have to download the required typeface(s).
2. or **JPEG** with resolution of 300 dpi.
3. Colour format **CMYK** (colour bars not needed, these will be set by software). We can convert to CMYK from RGB for you but, especially for photographs, there may be colour variation in the process, so we would prefer it if you can do that for yourselves so you can adjust for preferred picture colour balance after conversion. (Free software, Graphic Converter is excellent for the task – www.lemkesoft.de/en/products/graphicconverter/)
4. Colour profile: Coated FOGRA27 (ISO 12647-2:2004). Don't worry if you do not have access to this facility, we will set it in Affinity Publisher.

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.)