



Mechanical Requirements & Advertisement Sizes

File Format – High Resolution PDF.

Please ensure a proof is supplied with ALL files

1.3 compliant with PDF/X-1a. Files must be CMYK, images should be high resolution 300 dpi, with ALL fonts embedded and OPi settings switched off.

File must NOT contain any transparent elements and must be flattened.

Files must contain crop marks and show bleed area.

Further information can be found at www.adobe.com

A PDF file must NOT be created with Adobe PDFWriter application.

Acrobat Distiller options available on request.

If you are unable to supply a PDF, we will also accept digital copy in the following file formats. A colour proof must be supplied.

QuarkXpress/Adobe Illustrator/PhotoShop/InDesign*

Due to the variations that can be created, we can only accept PDF files exported from the above applications.

*InDesign

If outputting to PDF, ensure ALL fonts and images are embedded. Files should be created via a postscript format and then distilled through Distiller rather than exporting straight from InDesign. OPi setting should NOT be applied.

Live Matter

This should be at least 10mm for the trim edges.

Gutter Allowance

Where text spans the spine gutter of a double page spread it should be positioned 5mm from each side of the centre line in addition to the normal word or letter spacing (i.e. 10mm plus normal word or letter spacing). Please note that when a single graphic spans across the centre of a double page spread it is subject to the normal tolerances of perfect binding.

NB: Any file supplied non-CMYK, may print with unexpected results, due to possible colour shifts during CMYK conversion. Please ensure that ALL elements are CMYK before preflight.

Disclaimer: Whilst every effort is made to ensure that advertisements are produced to the highest standards, Angel Business Communications will not accept responsibility for the reproduction of adverts that have been supplied without a proof or not to our specification.



Size Chart

it is important to ensure that your document is supplied to the correct size, failure to do so may result in your document not being reproduced as required. All dimensions shown are described as (W) Width x (H) Height.

Delivery Methods

Email: PDF or compressed (ZIP/SIT) file, with no size limit to production@angelbcl.co.uk

You can also send files via www.yousendit.com entering the relevant contact details for downloading your file(s).

FTP Transfer: Please log on using the following protocols:

Hostname: [ftp.angelbc.com](ftp://ftp.angelbc.com)

Username: angel-adverts

Password: adverts

Post: send CD ROM with colour proof to:

Mitchell Gaynor

Design Manager

Design & Production Department

Angel Business Communications Ltd

Hannay House

39 Clarendon Road

Watford

Herts

WD17 1JA. UK.

Place any advertisements directly into the root directory and select the folder for the magazine it is for. For identification purposes the file name must include the advertisers name, and issue date. Please also send email with your name, contact number and confirmation that ad has been placed on the FTP site.

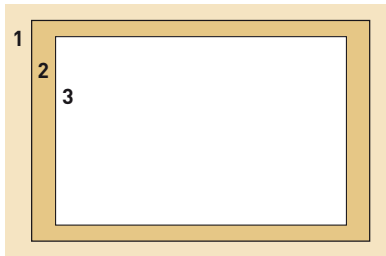
If you require any assistance in the creation of your advertisement, please contact:

Mitchell Gaynor, Design & Production Manager on

Tel: +44 (0)1923 690214 or email mg@angelbcl.co.uk

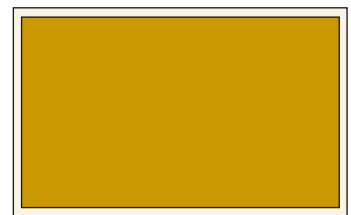
Bleed & Trim Samples (w) Width x (h) Height

(DPS) Double Page Spread



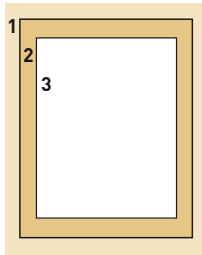
- 1. Bleed 372 x 261 mm
- 2. Trim 366 x 255 mm
- 3. Type Area 346 x 235 mm

Ad Samples

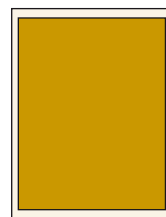


DPS (Double Page Spread)

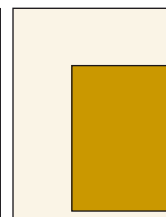
(Full Page)



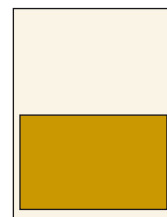
- 1. Bleed 189 x 261 mm
- 2. Trim 183 x 255 mm
- 3. Type Area 163 x 235 mm



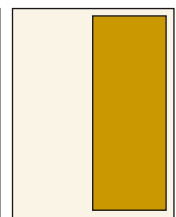
Full Page



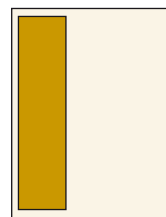
1/2 Island



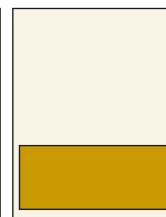
1/2 Horizontal



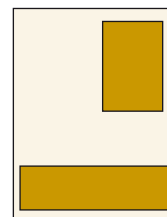
1/2 Vertical



1/3 Vertical



1/3 Horizontal



1/4 Vertical
Quarter Horizontal



Advertisement Size (w) Width x (h) Height	Bleed (3mm)	Trim (mm)	Type Area (mm)
DPS (Double Page Spread)	372 x 261	366 x 255	346 x 235
Full Page	189 x 261	183 x 255	163 x 235
1/2 Page			
Vertical	-	79 x 235	59 x 215
Horizontal	-	163 x 115	143 x 95
Island (on request)	-	107 x 155	87 x 135
1/3 Page			
Vertical	-	51 x 235	41 x 225
Horizontal	-	163 x 74	153 x 64
1/4 Page			
Vertical	-	79 x 115	69 x 105
Horizontal	-	163 x 57	153 x 47
Classified			
Single	-	30 x 50	
Double	-	30 x 70	



On-Line Banner Advertisement Specifications

Availability

storagewelt.de
sns-uk.co.uk

snseurope.com
datacentresols.com

Definition

The Banners are standard-sized ad units that is part of the SNS Europe, SNS UK, StorageWelt and DCS's Universal Ad Package. These ad units delivers strong exposure to reach the target audience.

Maximum File Size: GIF/JPG: 20k.

FLASH: Initial download file size 30k.

Subsequent files can only be loaded upon user interaction maximum file limit 100k.

File Formats GIF/JPG: default GIF/JPG required for Flash submissions.

FLASH: Macromedia Flash version MX/6 or Flash MX2004/7. Creative must be delivered as a .FLA (Flash File).

Animation: 30 seconds maximum.

Frame Rate: 12-15 frames per second maximum.

Image Rotation: maximum of six creatives may be rotated per campaign.

Alt Text: optional and must be limited to 60 characters.

Linking URL: an active URL must be provided and cannot exceed 128 characters.

Testing: all creative must function uniformly on both Mac and PC platforms as well as multiple versions of Netscape and Internet Explorer.

Number of links:

- ❖ Up to 10 maximum with our own tracking
- ❖ Unlimited links tracked in aggregate with our own tracking.

Forms: GIF/JPG: N/A

FLASH: we accept ads with forms built into the unit.

All scripts are client-supplied. Note: A maximum of five fields may be used in a form. Possible fields include Name, Title, Company, Email address and post code.

Image Maps:

- ❖ Client-side image maps only
- ❖ Client must provide working HTML map

Rich Media Creative: we accept rich media and third party creative from the following vendors:

- ❖ Atlas
- ❖ Bluestreak
- ❖ DoubleClick / DoubleClick Motif
- ❖ Eyeblander
- ❖ Eyewonder
- ❖ FlashTalking
- ❖ MediaPlex
- ❖ Pointroll
- ❖ TangoZebra

If you wish to submit creative from a different vendor, please ensure you email snseurope.com, sns-uk.co.uk, and/or storagewelt.com and allow 5 days for testing and approval. **Please note:** All third party ad serving costs must be met by the agency or client unless previously agreed with the Sales Representative at the time of booking.

Expandable creative: the use of expandable creative must be user initiated as a 'Click to Expand' unit.

Video Creative: the use of video streams must be initiated by click only, with clearly labelled 'Click to Play' and 'Stop' functions, and must start in the off position.

Sound: the use of audio streams must be initiated by click only, with clearly labelled 'Click to Play' and 'Stop' functions, and must start in the off position.

Submissions

Please send all creative to satpal@angelbc.co.uk and cc the relevant Sales Representative. *Note: If the submitted creative does not conform to the specifications, it will not be placed online and may result in a delayed launch date.*

Deadlines

We require that all creative files be submitted:

- ❖ GIF/JPG: two business days prior to launch date
- ❖ FLASH: five business days prior to launch date
- ❖ Rich Media: five business days prior to launch date

If you have any questions regarding the development of your creative, please contact Scott Adams, Multi Media Manager on Tel: +44 (0)2476 718970 or email: scott@angelbc.co.uk



The "MUST ATTEND" conference for infrastructure decision makers

Banner



Button Banner



Skyscraper Banner

Ad Unit Dimensions (w) Width x (h) Height

Banner	468w x 60h pixels
Button banner	120w x 90h pixels
Skyscrapers	160w x 600h pixels