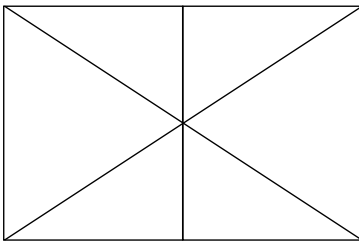


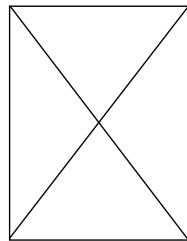
frieze

FORMATS AND SIZES

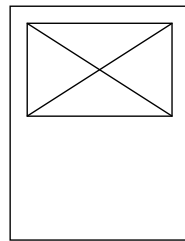
- All full page ads must include 4 mm bleed and have crop marks.
- If the perimeter of 1/4 and 1/2 page adverts is not delineated by a key line, image or background tint we will add a 0.25 pt black keyline.
- Do not add bleed to 1/4 and 1/2 page adverts.
- Leave a **17 mm** margin from the left and right trim marks and a **10 mm** margin top and bottom. This is to ensure that all text and logos are in the 'safe type area'.
- Please bear in mind that adverts with all white backgrounds might have some show-through – a light tint is recommended.
- Double page spreads must be supplied as two separate full page PDFs



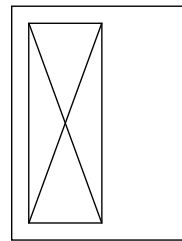
FULL PAGE
trim size
230 × 300 mm
full bleed
238 × 308 mm



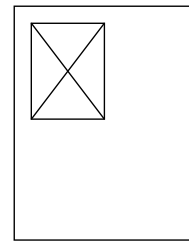
FULL PAGE
safe type area
196 × 266 mm



HALF PAGE
horizontal
196 × 124 mm
no bleed



HALF PAGE
vertical
95 × 254 mm
no bleed



QUARTER PAGE
vertical only
95 × 124 mm
no bleed

ALL FILES MUST CONFORM TO THE FOLLOWING SPECS

- Files must be high resolution PDFs (recommended Acrobat 8/9 PDF 1.7).
We do not accept artwork that has been designed in Photoshop.
- All images must be **300 dpi** to ensure quality reproduction.
- All fonts must be embedded.
- Files must only contain **CMYK** elements: no Spot-colours, RGB, LAB or ICC profiles (except for **Coated Fogra39**)
- Combined colour ink density should not exceed 300%.
- Frieze fair logos cannot be used without permission.
- All references to Frieze Events and Frieze fair stands should follow house style:
- **Frieze London, Frieze Masters, Frieze New York, and Stand no.** (not Booth).

Extra production costs

- If a file is supplied incorrectly, we will fix the PDF (if possible) for free for the first time.
If you continue to supply the PDF incorrectly, a charge of £ 58 will be charged for the time spent in correcting the PDF.
- We can design the artwork for your ad. The following charges will apply:

Size	Quarter	Half page	Full page
Colour proof	£ 16	£ 26	£ 37
Design	£ 115*	£ 180*	£ 295*

*(including one PDF proof, courier fees not included)

ALL ARTWORK MUST BE SUPPLIED BY EMAIL. PLEASE SEND TO PRODUCTION@FRIEZE.COM

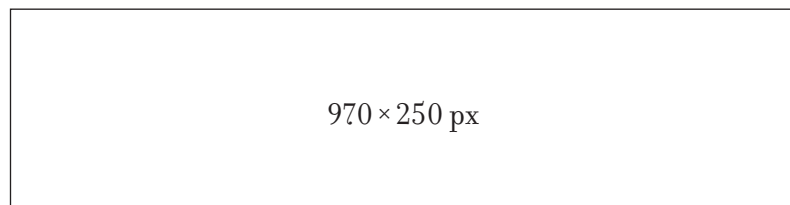
Jennifer Ward
Advertising Production Coordinator
Direct: +44 20 3372 6118
email: production@frieze.com

frieze
1 Montclare Street
London E2 7EU

frieze.com

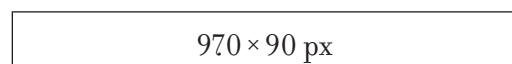
FORMATS AND SIZES (FOR DESKTOP AND ALL DEVICES UNLESS SPECIFIED)

TAKEOVER UNIT



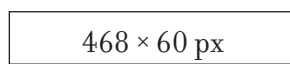
Tablet: 728 x 90 px
Mobile: 320 x 50 px

SUPER LEADERBOARD



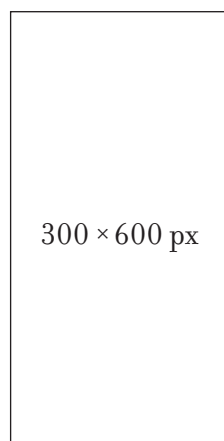
Tablet: 728 x 90 px
Mobile: 320 x 50 px

BANNER

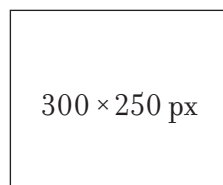


Mobile: 234 x 30 px

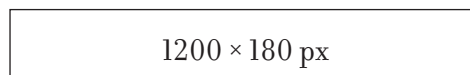
HALF PAGE



MPU 1/2



E-NEWSLETTER BANNER



ALL DIGITAL FILES MUST CONFORM TO THE FOLLOWING SPECIFICATIONS:

- Format: jpeg, gif, png
- Resolution: 300 dpi
- If the submitted file is an animated gif, then this must be set to loop forever.

Adverts include one link to advertiser's website.

Tracking available.

Please supply links when sending adverts.

Max of 1 image change per week unless pre-arranged
with advertising representative.

Artwork deadline and delivery instructions:

All artwork must be received 10 business days prior to campaign launch on frieze.com.

Files can be emailed directly to production@frieze.com

Contacts

Jennifer Ward

Advertising Production Coordinator

Direct: +44 20 3372 6118

email: production@frieze.com

frieze

1 Montclare Street

London E2 7EU