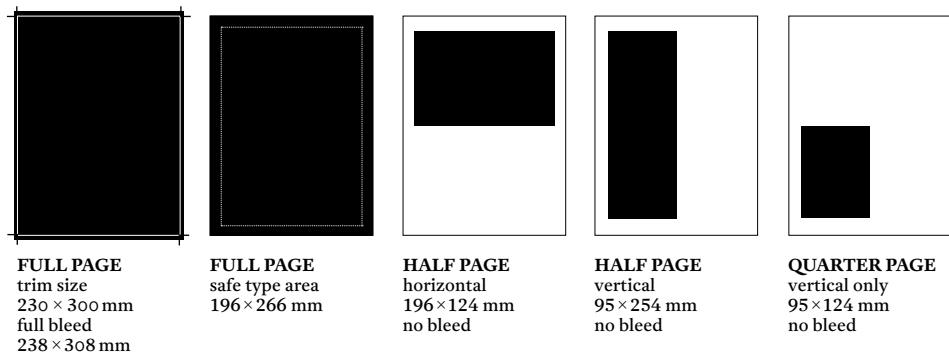


frieze

Formats and sizes

- The perimeter of $\frac{1}{4}$ and $\frac{1}{2}$ page adverts must be delineated by a key line, image or background tint – if supplied without we will add a thin black or grey key line. Do not add bleed to $\frac{1}{4}$ and $\frac{1}{2}$ page adverts.
- Full page adverts must include 4 mm bleed and must have crop marks.
- Leave a **17mm** margin from the trim marks left and right and a **10mm** 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 may show through artwork from the page it backs onto – to avoid this a light tint is recommended.



All digital files must conform to the following specifications:

- Files must be high resolution pdfs (recommended Acrobat 8/9 PDF 1.7).

We do not accept artwork that has been designed in Photoshop.

(this can be used to edit images but Indesign or Illustrator must be used to design text)

- 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 colour profiles ie ICC profiles (besides Fogra 39).
- Combined colour ink density should not exceed 300%. Higher density may cause set-off due to ink saturation.
- Double-page spreads to be supplied as two single-page PDFs.
- Frieze fair logos cannot be used without permission.
- A Fogra 39L proof can be supplied for colour matching if necessary.
- All references to Frieze Events and Frieze fair stands should follow house style: Frieze London, Frieze Masters, Frieze New York, and **Stand** xx (vs 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 made 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 of Advert | £ 115* | £ 180* | £ 295* |

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

All artwork must be supplied by email. Please send to production@frieze.com

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