

Ad Guidelines

The following charts show the relative size of the most commonly requested space sizes and special positions available in the newspaper. However, many other sizes and shapes are available on request - visit www.ft.com/techspecs for details.

The grid shows the standard 8 column format of the newspaper. This applies to all advertising with the exception of Executive Appointments (which uses a 10 column format) and some special positions. Space sizes are described by their number of units in height across the number of column widths.

COLUMN WIDTHS

All sizes, except for Executive Appointments, fit into the 8 column grid.

Columns	1	2	3	4	5	6	7	8	10
Standard (mm):	40	83	127	170	214	257	301	345	-
Executive Appointments (mm):	32	67	101	136	171	205	240	274	345
Tabloid (mm):	40	84	129	173	218	262	-	-	-

ADVERTISEMENT DIMENSIONS DISCLAIMER

The Financial Times employs a standard measurement of advertising space called the Single Column Unit (SCU). Each broadsheet page is divided into 8 columns across the page and 56 rows down the page. Tabloid pages are divided into 6 columns across the page and 34 rows down the page. A Single Column Unit (SCU) is defined as an area one column wide and one row deep on a broadsheet, tabloid or magazine page. Because the Financial Times is produced at multiple print sites worldwide, each of which has a different specification, the actual physical dimensions of an SCU will vary across each of the FT's editions. However, an SCU will always cover the same percentage of the total printed page area in any edition. With regard to creative, advertisers are required to submit copy to physical dimensions based on our standard page size (a standard page is 560mm x 345mm for broadsheet, 340mm x 262mm for tabloid). Guidelines for these dimensions can be found on the previous page. Depending on the editions booked, copy will not always be reproduced to the same dimensions as the material submitted. However, it will always occupy the same proportion of the printed page in each edition. FT will not therefore consider claims for compensation on the basis that a printed advertisement is not the same as a quoted copy size. (Data accurate as of January 2010).

Printing specification

- Ads must be supplied to exact dimensions without crop marks, repro house logos or extraneous matter
- The FT newspaper has a screen ruling of 100 lpi therefore we recommend the following
 - CT (scan) resolution = 200 pixels per inch
 - Line work resolution = 1,000 pixels per inch
- Allow for at least 30% mid-tone dot gain, and a maximum of 20% shadow dot gain
- Please use type 1 fonts only, no truetype, no multiplemaster and no bitmaps
- The FT prints in CMYK – please don't supply rgb, lab, pantone or multitone images
- Only supply composite files, no separations please
- Please do not supply files with transparency
- When generating PDF's please ensure Overprint Preview is turned on, in order to view predictable final output
- It is recommended you do not go below 0.6pt for borders and rules
- For colour, the total dot percentage in saturated areas should not exceed 250% and the minimum highlight recommendation is 5% cyan, 4% magenta, 4% yellow. Please note that in order to prevent overinking, if an advert exceeds 250% total ink coverage our software will automatically reduce it to the required amount, using generic tables
- For mono the recommended maximum dot should be 85% and the minimum dot 4%
- The recommended minimum for reversed out type is 10 point
- The recommended minimum for mono text is 6 point
- The recommended minimum for multicoloured text is 10 point
- Don't use 4 colour black text, as even the slightest mis-registration causes disappointing results
- To avoid set off, any large areas of black should have a tint value of 85% applied
- Colour adverts should be supplied with a mono standby

Production contact

Contact your sales representative for any production issue.

Acceptable formats

PDF

PDF files will only be accepted with all of the fonts and images embedded and set to the exact size of the advert with no register marks or extraneous material.

PDFx/1

If in doubt, set your distiller job option to PDFx/1a - this preserves all the advanced information needed for high-end printing of your PDF files.

Please name the file FT Ad ID Number, see confirmation email or contact Production Department.

For colour ads, please supply a mono standby file. If a mono standby file is not received, the FT will generate a file automatically using generic tables.

Proofing & typesetting

Colour Digital Proofing

The Financial Times will only accept Colorbus proofs with the FT curve applied, as contract proofs. The FT cannot guarantee the printed quality of any advertisement not accompanied by FT profiled colorbus proofs. All approved suppliers can supply Colorbus proofs on FT stock paper with the FT curve applied.

Proofing Ink Densities

In order to reflect press ink densities, proofs should have the following ink weights applied:

Cyan	Magenta	Yellow	Black
0.85 - 0.95	0.85 - 0.95	0.75 - 0.85	1.10 - 1.15

Methods of delivery

Digital files can be supplied using one of the following methods:

Email

We can only accept PDFx/1a's smaller than 5MB via this route. Send files to your sales representative and adcopy@ft.com.

FTP

Host name: <ftp.ftasiaads.com>
User ID: [financialtimes](#)
Password: [asia1](#)

We do NOT accept files delivered on CD, only digital files will be accepted.

Please send notification to your representative contact via Email after upload.

Ad Sizes

General Advertisement Dimensions (mm)

Display	Width	Depth
56 x 8 Full page	345	560
38 x 6 Junior page 1	257	380
33 x 5 Junior page 2	214	330
28 x 8 Half page	345	280
28 x 4 Quarter page	170	280

Executive Appointments

	Width	Depth
56 x 8 (56 x 10) Full page	345	560
28 x 8 (56 x 10) Half page	345	280
28 x 4 (28 x 5) Quarter page	170	280

Additional Tabloid sizes (mm)

Column	Width	Depth
Full page	262	340
Half page	262	167
Junior page	173	250
Quarter page	129	167

Dimensions for Panoramic (mm)

Column	Width	Depth
56 x 16 Double Page Spread	720	560
38 x 12 Fireplace Advert	544	380
33 x 10	330	460
56 x 8	560	370
28 x 8	280	370

Special Position Advertisement Dimensions (mm)

Section 1	Width	Depth
Front Page Solus	95	210
Back page BPSI	170	250
Back page Ear Piece	59	32
Weather Solus (width: UK/International)	170	20

Saturday only

	Width	Depth
Leader page	127	210
Front page Weekend Money	127	210
Back page Solus Weekend Money	170	250

Section 2

	Width	Depth
Front Page Solus	145	210
Back page Solus (Monday to Friday)	127	210
Island Sites (Unit Trusts + Offshore)	83	100
World Stock Markets 1	83	100
London Share Service	83	100

Due to the complex and changing situation which often accompanies panoramic bookings, it is advisable to contact the advertising production department in advance.

All supplied files, unless requested otherwise, will be retained and stored for a period of six months from the date of publication, after which time they will be destroyed.