

# FINANCIAL TIMES how to spend it

## 2012 Specification

- Ad Copy Deadlines:** Three weeks prior to publication date
- Ad Production Contact:** teresa.newham@ft.com +44 (0) 20 7775 6556
- Copy Material Required:** High resolution Acrobat Distiller PDF and proof
- PDF Specification:** PDF/X-1.A. Full spec for PDF file creation can be found at [www.pass4press.com](http://www.pass4press.com)
- Proof Specification:** Supplied proof must be generated from the final PDF supplied. The proofing profile required for accurate press simulation is ISOcoated\_v2\_300\_eci.icc' based on Fogra 391, characterisation data. The required ICC profile can be obtained from the ECI website [www.eci.org/eci/en/060\\_downloads.php](http://www.eci.org/eci/en/060_downloads.php). Fogra media wedge details can be found at [www.fogra.org/](http://www.fogra.org/)
- File Supply:**
- Email:** teresa.newham@ft.com
- FTP:** ftp.dexter-premedia.com username: ft password: htssi  
*Please open relevant HTSI folder and place file within it, and notify FT that the file has been loaded.*
- CD + Proof:**  
Teresa Newham, Financial Times, One Southwark Bridge, London SE1 9HL  
*Please note that we do NOT accept HTSI ads via QuickCut as this service is reserved for the FT Newspaper only.*

### Copy Dimensions - Height x Width

Size	Trim Size	Bleed Size	Type Area
page	350 x 280mm	356 x 286mm	310 x 245mm
DPS	350 x 560mm	356 x 566mm	310 x 520mm
half page horizontal	175 x 280mm	181 x 286mm	155 x 245mm
half page horizontal dps	175 x 560mm	181 x 566mm	155 x 520mm
half page vertical	350 x 130mm	356 x 136mm	310 x 120mm
quarter page	n/a	n/a	160 x 120mm
quarter page vertical strip	350 x 75mm	356 x 81mm	310 x 60mm
quarter page horizontal	90 x 280mm	96 x 286mm	75 x 245mm

Please note that type or illustrative material on a bleed advertisement, but not intended to bleed, must be positioned at least 5mm away from the trim area dimension. Total ink coverage should not exceed 300%.