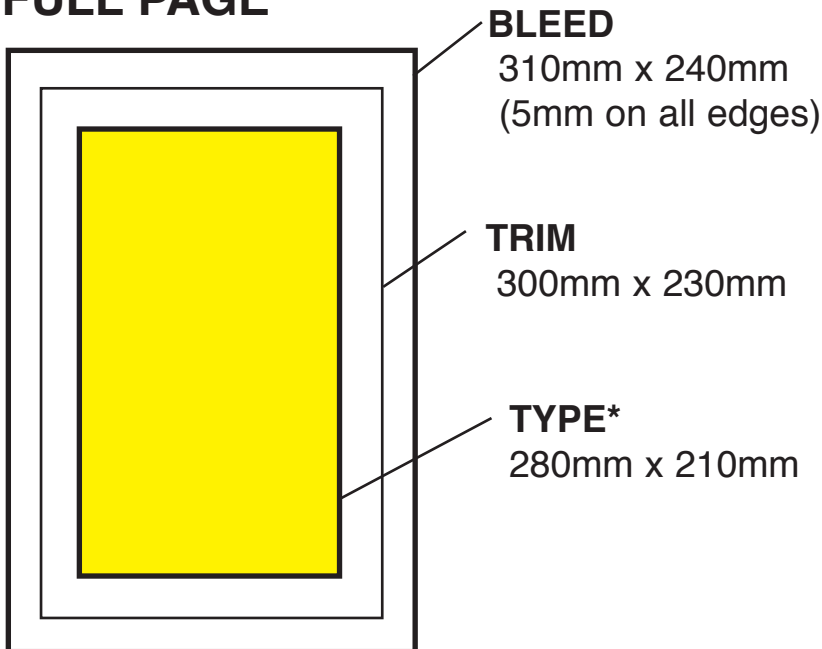


ADVERTISING SPECIFICATIONS

ONLY PASS4PRESS PPA STANDARD PDF'S ARE ACCEPTED, FULL DETAILS OF WHICH ARE GIVEN ON THE FOLLOWING SHEET.

* Please note that the type area - is a guide to ensure that no content runs the risk of being lost trimmed during production. If elements are placed outside this area, it is at the advertisers own risk.

FULL PAGE



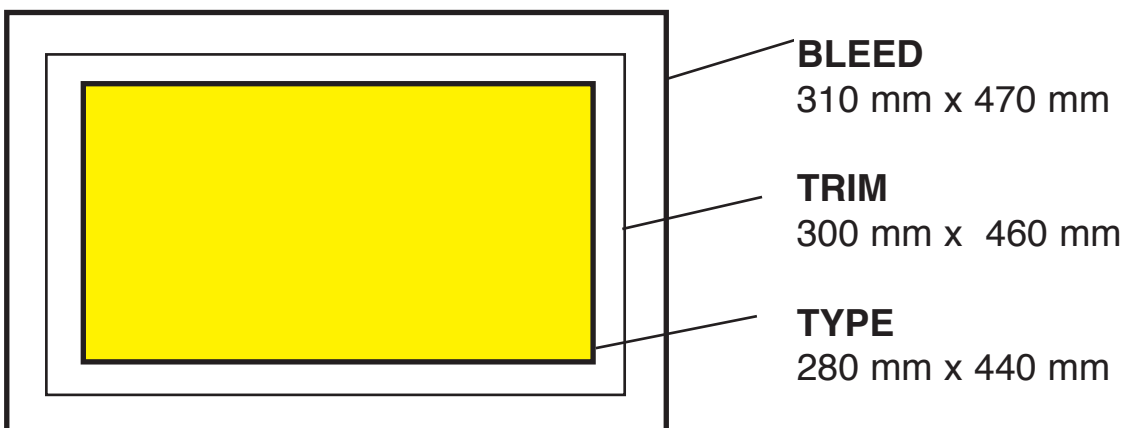
HALF PAGE

Horizontal 145 mm x 220 mm
Vertical 290 mm x 107 mm

QUARTER PAGE

Box 145 mm x 107 mm
Horizontal 75 mm x 220 mm

DPS



Advertising information

PASS4PRESS COMPATIBLE PDF'S SHOULD CONFORM TO THE FOLLOWING STANDARDS:

- PDF Version 1.3 or higher and acrobat 3.0 compatible •
- Files must not contain any non-flattened transparent elements •
- Files must only contain elements, and be composite of CMYK colour space only •
eg. RGB, LAB, Spot colour will result in an unprintable file
- All images should be 300dpi - at the printed size for best quality •
- Files must contain crop marks set to the correct trim area •
- Pseudo fonts such as italics or bolds must not be used in QuarkXpress documents •
 - Combined Colour density should not exceed 300% •
 - All fonts must be embedded and subset •

COLOUR

All our titles have the same specific colour profiles enabling us to keep quality at it's highest. You should receive with this document two .sit files, (if not please contact the advertising dept.) which contains several profiles. These should be given to your repro house, who should convert all images before retouching them and use the appropriate proof setting. If your repro house has GMG Epson proofing use the GMG Epson image and proofing settings, **in all other cases please use the Dupont DP10G settings.**

HARD COPY PROOF'S

All digital files must be accompanied by proof, the publishing company will not take responsibility for the printed results of files supplied without proofs.

Proofs must be generated from the PDF supplied and not any other version of the file. We require 100% of final size, customer approved colour digital chromalin.

FLIGHTCHECKING

All files content remains the responsibility of the sender therefore content of digital files must be verified before transmission.

All files should be run through a flightchecking application to ensure file and colour integrity.

FILE DELIVERY & TRANSFER METHODS

Media must be write protected and contain only the file required for each advertisement. File names should include: Advertiser, Publication, Issue .

(i.e.. **FORD_DAZED_99 = Advertiser: Ford, Publication: DAZED Issue 99)**

Via Disk - to be sent to The Advertising Dept,
112-116 Old St London EC1V9BG

Via FTP - go to: <http://files.dazedgroup.com>

Username: Production

Password: production

(all details are case sensitive so please type carefully)

RAW ARTWORK

Is not recommended. If supplying raw artwork, please remember to include all fonts, hi-res images and indesign (cs2) or quark (6.0 compatible) files. Supplying raw artwork incurs a charge to convert the artwork to PDF.

Terms & Conditions

Dazed & Confused & Another Magazines Ltd may reject any advertisement at any time and for any reason. Advertisers and advertising agencies mutually assume responsibility for claims against Dazed & Confused & Another Magazines Ltd as a result of their advertising. All advertisements must be clearly recognisable with a trademark or the advertisers insignia. Dazed & Confused & Another Magazines Ltd is not bound by any conditions appearing in advertising placed within the publication.

Advertising materials received by Dazed & Confused & Another Magazines Ltd are presumed accurate and approved for print by advertisers and advertising agencies, and therefore do not accept responsibility if art work is not supplied to our specifications. Proof's must be supplied of any file submitted, Dazed & Confused & Another Magazines Ltd will not be held responsible for printed results of files supplied without proofs.

The advertiser and the advertising agency, jointly and singularly, assume the liability for the payment and charges for materials published in the magazine at their discretion or on their behalf.

Bills or invoices may be sent at the publisher's option to the advertiser and/or the agency.

All advertising materials will be retained for up to one year following their use.



Digital File Format version 3

You can download the pass4press joboptions file from www.pass4press.com, and place it in your Acrobat Distiller settings folder. For further information on creating pass4press pdf files please see the pass4press website.

Digital File Format Creation

- Adobe Acrobat Distiller 5.05 is the recommended software for creating pass4press version 3 compliant PDF files. Details regarding use of other software / systems to create pass4press files is available on the web site. Pass4Press version 3 compatible files must conform to the following (files will conform to this if the specified job options are used)
 - PDF version 1.3 or higher
 - Files must not contain any transparent elements
 - Files must be composite
 - Files must be CMYK
 - Files must contain a trim box (set to trim size of magazine -Acrobat Distiller 5.05 saves trim box information from postscript document. There are plug-ins available for use with other products - please see website)
 - Files must contain crop marks
 - All resolution guidelines (as per settings) must be adhered to and in particular imagery should be 300dpi in the final PDF
 - Multiple Master and Truetype fonts must not be used
 - Pseudo italics and pseudo bold fonts must not be used
 - Combined colour ink density should not exceed 300% (This may vary depending on grade of paper used. Please check with publisher)
 - It is preferred that double page spreads are supplied as two single pdfs (but these should be proofed together)
 - All fonts must be embedded
 - All embedded fonts must be subsetted

Preflighting

- Pass4press files must be run through an approved flightchecking application to ensure the files comply with the specification prior to submission. See facing page.

File Delivery

- An email confirming the sending of any digital file should be sent to relevant production contact at publisher upon transmission
- If supplying a file on disk, please use industry standard CD, ZIP or JAZ. Media must be write protected and contain only the file required for each advertisement. The disk must be clearly labelled with booking reference as supplied by publisher. Disks are non-returnable.

Proofing

- All proofs submitted must be generated from the PDF file being submitted and not from application file
- Proofs must be 100% of final size, customer approved, colour contract proof
- For details of proofing standards / specifications, please contact the publisher and refer to proof4press initiative.

Workflow solutions

There are workflow solutions available which can create pass4press compliant PDF files and automate flight checking and delivery. Please contact your publisher for further details.