

# DIRECT RESPONSE TEAR-OFF SPECIFICATIONS



**Paper size:** 54 x 90mm (landscape) fitted 3 wide onto the creative  
**Bleed:** 60 x 96mm to allow for trim variances  
**Safe copy area:** 48 x 84mm  
**Resolution:** 300 dpi or greater is recommended

## Approval

**ALL COPY MUST BE APPROVED BY ADMEDIA PRIOR TO PRINTING.**

Please email using either a jpeg or pdf proof of your design to [creatives@admedia.co.uk](mailto:creatives@admedia.co.uk)

## Artwork Format

The preferred format is a print ready PDF – please ensure that fonts are outlined/converted to paths and that colours are set as spot or CMYK process.

**If the artwork is to be supplied in any other format, please ensure that fonts are outlined/converted or supplied. All files must be Mac and PC compatible.**

## Supply of Artwork files

Artwork can be supplied in a number of ways:

1. Send your artwork by email (maximum 10mb) to [creatives@admedia.co.uk](mailto:creatives@admedia.co.uk)
2. When lead-time permits, artwork can be sent on CD to our office:  
Production, Admedia, 320 Regent Street, W1B 3BE
3. Upload your artwork to our ftp site (max 60mb): [www.admedia.co.uk/ftp](http://www.admedia.co.uk/ftp)  
Please notify us at [creatives@admedia.co.uk](mailto:creatives@admedia.co.uk) once you've uploaded
4. Send artwork larger than 60mb via Mediafire: [www.mediafire.com](http://www.mediafire.com),  
You Send It: [www.yousendit.com](http://www.yousendit.com) or similar

## Proofs to be supplied

Supplying a hard copy proof is optional, however it is required when colour matching is important. Admedia is not responsible for any colour variations that may occur when a proof is not provided.

## Please Note:

The pads are fitted onto the A3 poster and therefore have to be incorporated into the A3 creative. Examples are attached below. The front of the Direct Response Tear Off must have: "Admedia Direct Response Tear-offs: 020 7580 3633" in the bottom left hand corner, 5pt in size.



If any further questions or queries, please contact Richard-Lee Read on 0207 927 7108, or e-mail [Richard-LeeRead@admedia.co.uk](mailto:Richard-LeeRead@admedia.co.uk)