

Supplying advertising material for:

WHATBIKE?

Although we realise the different priorities of our suppliers, we cannot stress the importance of following the guidelines set out below.

Before you send checklist:

● **Deadlines**

- All advert related files must be sent up to the specified date
- Notification emails sent up to the deadline, will serve as a reminder

● **Sizes**

Whatbike? Magazine advert sizes must be supplied as below:

Page	Trim area 210 x 297mm (D) A4 with 3mm bleed area if required	Please supply a DPS as 2 single pages
Page	Type area 184 x 274mm (D)	
Half page	Vertical 90 x 274mm (D)	Horizontal 184 x 135mm (D)
Quarter page	Vertical 90 x 135mm (D)	Horizontal 184 x 65mm (D)
Eighth page	90 x 65mm (D)	
Column widths	1col -35mm 2col -73mm 3col -111mm 4col -149mm 5col -187mm	

● **URN**

Use the Unique Reference Number for your advert on all emails or ftp files & folders delivered to Bauer Media.

● **Format**

A PDF is the preferred format (see panel below)

● **Delivery**

Send the file to us by:

Email - motorcyclingads@bauermedia.co.uk

FTP - Download a simple uploader from here:

<http://www.atgraphicsuk.com/Software/SendTo/SendtoATGraphics.sit> (mac)

<http://www.atgraphicsuk.com/Software/SendTo/SendtoATGraphics.ZIP> (pc)

expand the file - then simply drag&drop your file(s) on to the uploader icon on your desktop

Disc - Bauer Production, Media House, Peterborough Business Park,
Lynchwood, Peterborough PE2 6EA

● **Contact Information**

Phone: BAUER PRODUCTION on **01733 468878**, 9am - 5.30pm, Mon - Fri

Email: motorcyclingads@bauermedia.co.uk for help or advice on digital file creation and delivery.

- *Time & money is wasted when we receive unprintable files including PDF from our customers. These files frequently have missing fonts, incorrect image resolution or are created the wrong size with no bleed if required. Use the www.pass4press.com website for information that will prevent errors & save time. In doing so, you should be able to produce error free files which work, on time - every time.*