



**PROGRAMME  
ADVERT  
GUIDELINES**

V3.0 – 10/2018

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# EVERYTHING ABOUT GAMES

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# INTRODUCTION

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UK GAMES EXPO IS PROUD TO HAVE A WIDE VARIATION IN EXHIBITORS AND PARTNERS. FROM GIANTS OF THE INDUSTRY AND WELL ESTABLISHED PUBLISHERS TO INDIE DESIGNERS AND FLEDGLING COMPANIES JUST STARTING OUT.

With such diversity in companies wishing to advertise in the UK Games Expo programme we've created this guide to suit large corporations with graphic design departments to smaller businesses with limited resources. In this guide you'll find the technical specifications for each advert size and also break downs of all the terms and requirements for those who don't have access to graphic design experts.

**If you have any questions please do not hesitate to contact us.**

# SINGLE FULL PAGE ADVERT

FINAL WIDTH:	210mm
FINAL HEIGHT:	297mm
WIDTH INCLUDING BLEED:	216mm
HEIGHT INCLUDING BLEED:	303mm
GUIDE AREA WIDTH:	180mm
GUIDE AREA HEIGHT:	267mm

Please supply your artwork as a CMYK press ready PDF, with no spot colours. Your artwork should be at 100% actual size and all images at 300dpi.

**These single full page advert specifications also apply to the inside cover adverts and the back cover advert.**



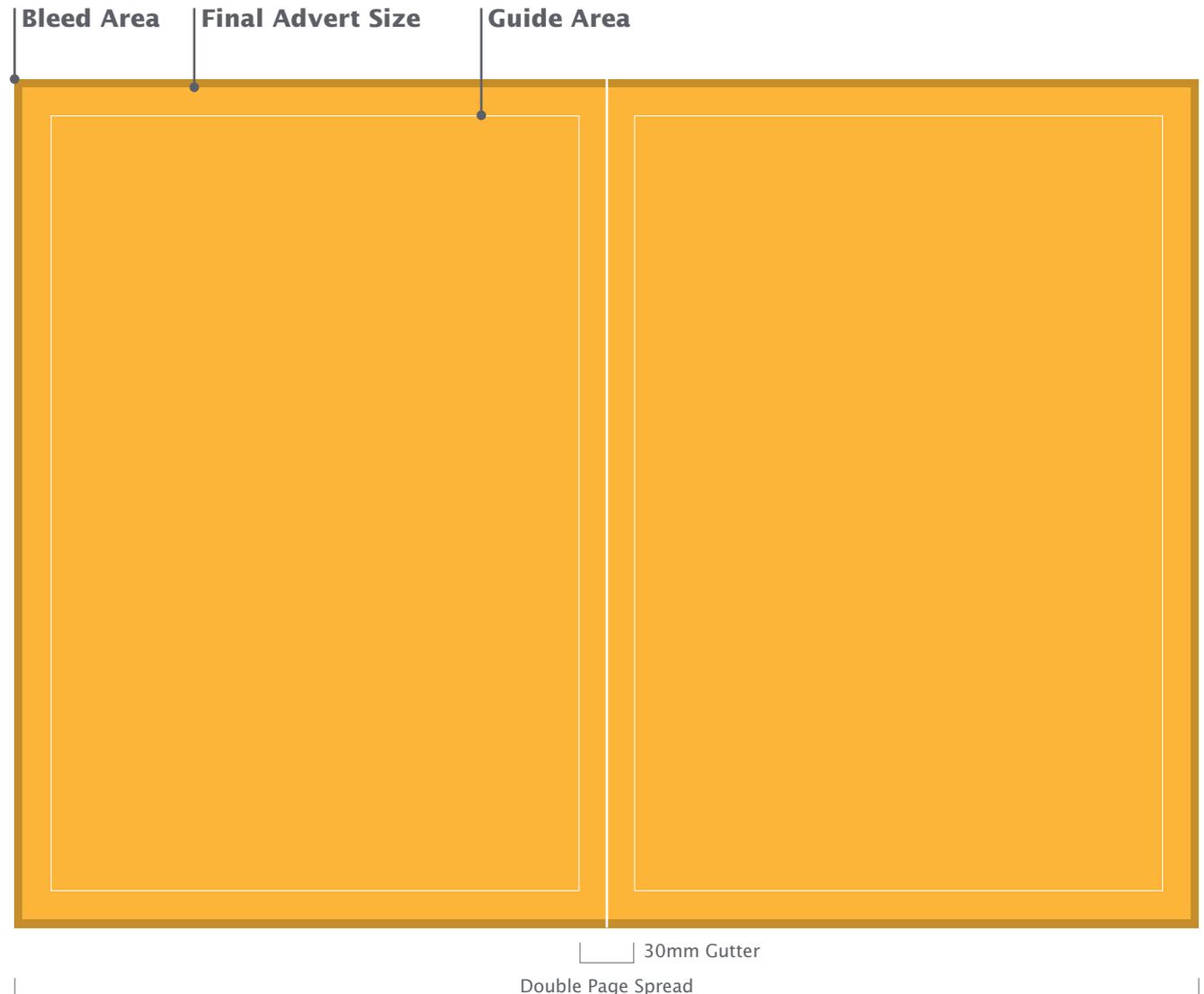
**If you supply your artwork incorrectly we may have to stretch or condense your artwork to fit the page.**

# DOUBLE PAGE ADVERT

FINAL WIDTH:	420mm
FINAL HEIGHT:	297mm
WIDTH INCLUDING BLEED:	426mm
HEIGHT INCLUDING BLEED:	303mm
GUIDE AREA WIDTH:	390mm
GUIDE AREA HEIGHT:	267mm

Please supply your artwork as a CMYK press ready PDF, with no spot colours. Your artwork should be at 100% actual size and all images at 300dpi.

**Please note that as this is a double page spread your advert will cross the spine of the programme. Therefore, no text or important imagery should fall in the central gutter of the spread or it may become obscured by the binding.**



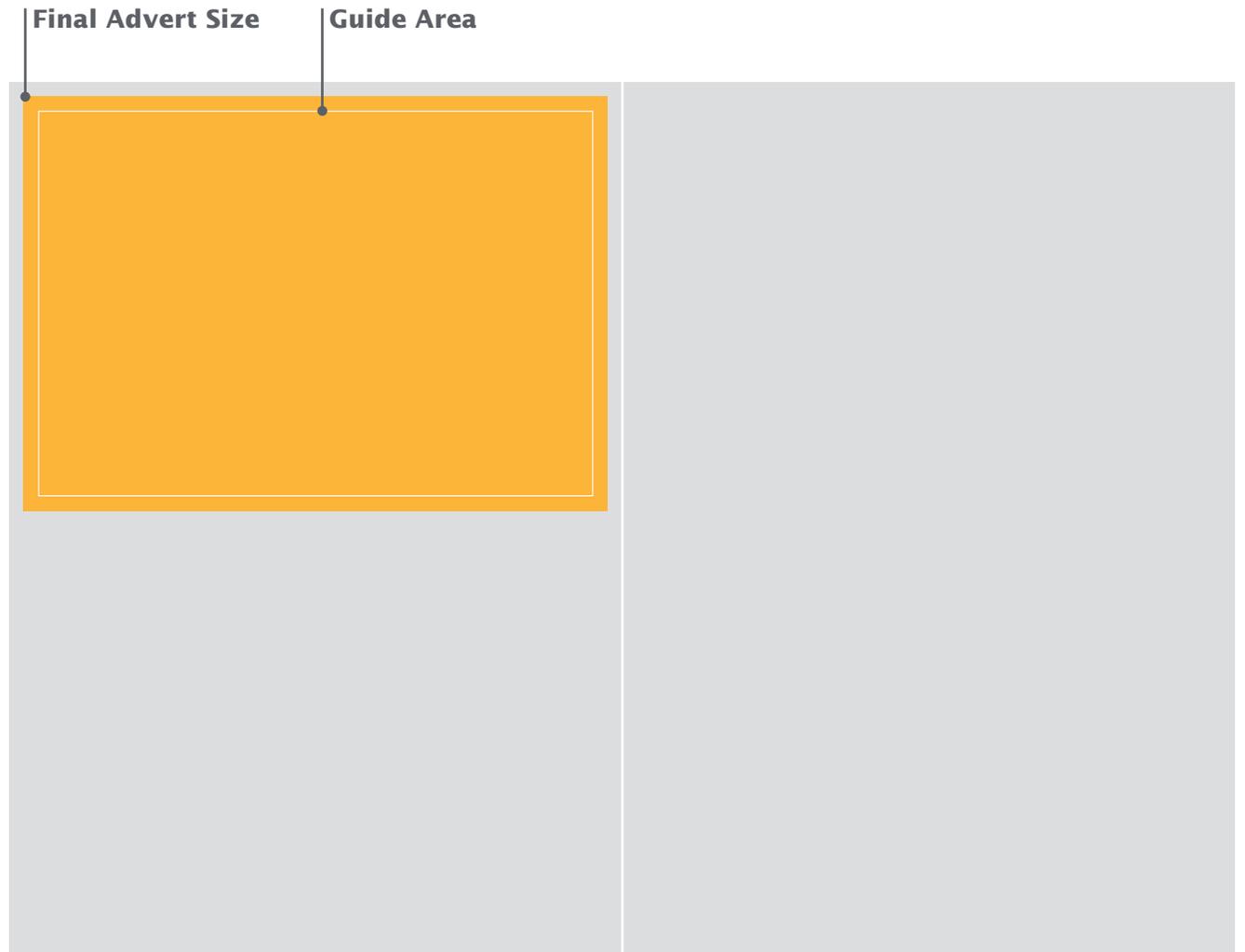
**If you supply your artwork incorrectly we may have to stretch or condense your artwork to fit the page.**

# HALF PAGE HORIZONTAL ADVERT

FINAL WIDTH:	200mm
FINAL HEIGHT:	141mm
GUIDE AREA WIDTH:	185mm
GUIDE AREA HEIGHT:	131mm

Please supply your artwork as a CMYK press ready PDF, with no spot colours. Your artwork should be at 100% actual size and all images at 300dpi.

**This advert requires no bleed.**



Double Page Spread



**If you supply your artwork incorrectly we may have to stretch or condense your artwork to fit the page.**

# HALF PAGE VERTICAL ADVERT

FINAL WIDTH: 97.5mm  
FINAL HEIGHT: 287mm  
GUIDE AREA WIDTH: 85mm  
GUIDE AREA HEIGHT: 277mm

Please supply your artwork as a CMYK press ready PDF, with no spot colours. Your artwork should be at 100% actual size and all images at 300dpi.

**This advert requires no bleed.**



**If you supply your artwork incorrectly we may have to stretch or condense your artwork to fit the page.**

# QUARTER PAGE ADVERT

FINAL WIDTH: 97.5mm  
FINAL HEIGHT: 141mm  
GUIDE AREA WIDTH: 85mm  
GUIDE AREA HEIGHT: 131mm

Please supply your artwork as a CMYK press ready PDF, with no spot colours. Your artwork should be at 100% actual size and all images at 300dpi.

**This advert requires no bleed.**



Double Page Spread



**If you supply your artwork incorrectly we may have to stretch or condense your artwork to fit the page.**

# BLEED

IF YOU HAVE TAKEN OUT A FULL PAGE, DOUBLE PAGE, INSIDE COVER, OR BACK COVER ADVERT, YOUR ARTWORK WILL REQUIRE BLEED. IF YOU HAVE TAKEN OUT A HALF PAGE OR QUARTER PAGE ADVERT, THEN YOUR ARTWORK WILL NOT REQUIRE BLEED. BUT WHAT IS BLEED?

Let's say that you want an A4 advert with a picture that fills the entire page. So that the ink reaches right to the edge of the paper, the picture would need to be extended larger than A4. When the page is trimmed to size, this extended part of the image (which is called the bleed) is cut off, ensuring that the ink goes right to the edge.

You need to ensure that your artwork is made to the bleed size given. However, make sure that nothing important is in that bleed area as it will be cut off.

Without bleed, you will get ugly, irregular white lines around the edge of your advert where the trimming doesn't line up exactly with the edge of your artwork.

**This example shows an A4 advert for the 2017 UKGE. The bleed will be trimmed off the final print. Therefore it's important that no essential graphics or any text be in the bleed area.**



# GUIDE AREA

SOMETIMES REFERRED TO AS THE SAFE AREA OR TEXT AREA, THE GUIDE AREA IS WHERE YOU SHOULD ENSURE THAT ALL YOUR TEXT IS LOCATED.

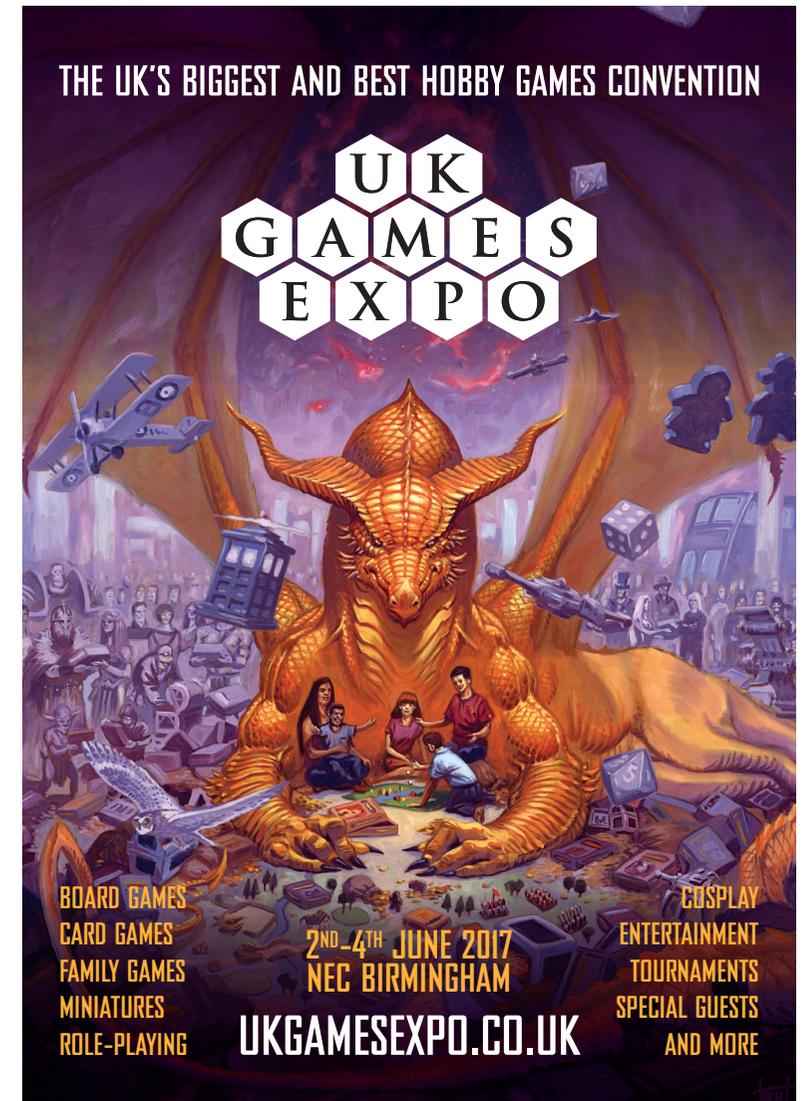
**In short, please don't put your text too close to the edge of the page.**

There are three main reasons for this. Firstly, when the programme is trimmed to size there can be some movement resulting in the cuts being made further into the page than intended. This is a unavoidable part of the mass printing process. To ensure that no copy is trimmed off it's good practice to keep all copy away from the edge.

Secondly, keeping important elements in the guide area will ensure they are not lost in the gutter. The gutter is explained on page 12.

Thirdly, adverts simply look a lot better if you have some clear space between the edge of the advert and the text – trust us on this one.

**As you can see in this example, the text is with in the guide area and isn't too close to the edge of the advert.**



# GUTTER

THE GUTTER IS THE INSIDE MARGIN RUNNING DOWN THE SPINE OF THE PROGRAMME IN BETWEEN THE TWO FACING PAGES. BUT WHY SHOULD YOU AVOID CROSSING IT?

The pages of the programme are bound together using a process called perfect binding, which essentially means the printed pages are collated into sections, (usually 16 pages each), stacked, trimmed, and glued. It's a technique usually used for magazines and paperback books.

This creates a sort of blind spot down the middle of the programme as the pages are bound together. It's important, therefore, to avoid having any text or essential imagery within the gutter area or it might be obscured by the binding.

If you have a single page advert simply ensure that all your text is with the guide area (see previous page) and you'll avoid the gutter.

If you have a double page advert you'll need to make sure that no text or essential graphics cross both pages or occupies the gutter – see page 6.

**In the example below, text and key elements of the design cross over the gutter area. As you can see, this causes elements of the design to become distorted by the spine's binding.**

**In the example on the right, all text and important design elements have been kept away from the gutter and within the guide area.**



# CMYK AND SPOT COLOURS

CMYK IS TERM USED FOR THE PROCESS WHERE PRINTING PRESSES MIX PERCENTAGES OF COLOURS ON FOUR SEPARATE PLATES CALLED CMYK TO ARRIVE AT THE FINAL COLOUR.

CMYK stands for cyan, magenta, yellow, key colour – or in laymans terms blue, pink, yellow, black.

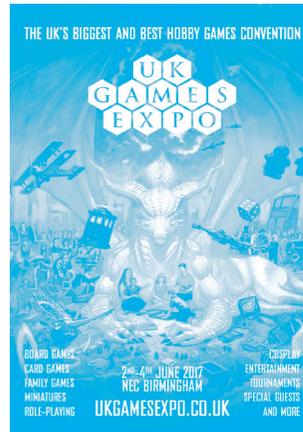
The other common colour format is RGB – red, green, blue – but this is used for web and digital graphics not for print.

The artwork for your advert should be provided in the CMYK format. If you're unsure how to do that it's okay as we can convert your artwork to CMYK.

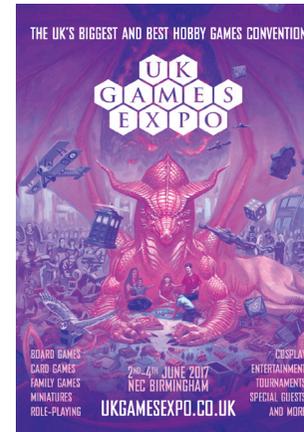
A spot colour is a special pre-mixed ink. Companies sometimes use spot colours to ensure that a particular colour is consistent across various printed items when using different printers and materials.

The UKGE programme is not printed with spot colours. Your advert artwork should not be supplied with spot colours. If artwork is supplied with spot colours they will be converted to CMYK.

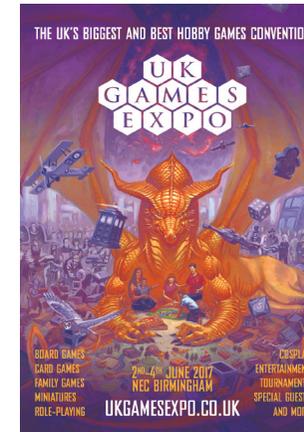
**If artwork is supplied in a non-CMYK format, converting to CMYK may cause a slight variation in colour due to the conversion process.**



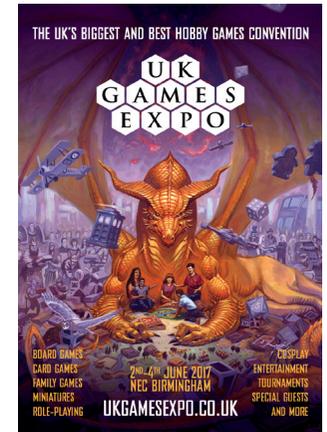
Cyan



Cyan  
+ Magenta



Cyan  
Magenta  
+ Yellow



Cyan  
Magenta  
Yellow  
+ Key Colour (black)

# DPI

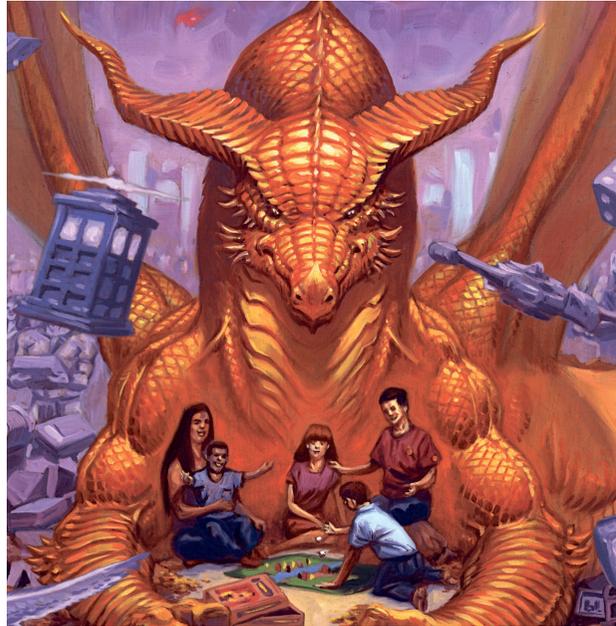
DPI, OR DOTS PER INCH IS A TERM USED TO MEASURE THE RESOLUTION OF AN IMAGE. IF YOUR ADVERT IS AT A LOW RESOLUTION IT CAN CAUSE YOUR WORK TO LOOK POOR QUALITY AND UNPROFESSIONAL.

Your advert should be provided at 300dpi and any images used within should also be 300dpi. This should give you clear, crisp artwork.

Never use images at 72dpi – web sites are normally designed at 72dpi, printed material needs to be created at much high resolution. So simply taking graphics that have originally been designed for online use often won't be appropriate.

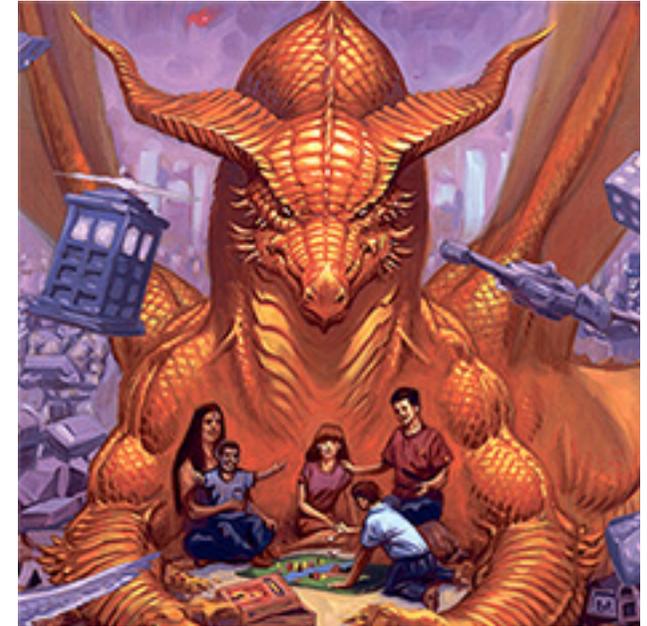
If you're unsure how to check dpi, simply print your advert out at 100% actual size and have a close look at it. If elements look fuzzy or pixilated then the resolution is probably low.

It's import to not to rely solely on checking your advert on a monitor as it can trick you into thinking artwork is high resolution – monitors work at 72dpi, not 300dpi.



YES

**This image is at 300dpi and looks nice and sharp.**



NO

**This image is at just 72dpi, as a result it looks fuzzy.**

# PDF

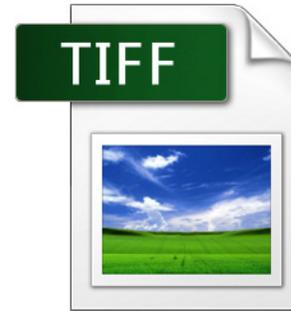
A PDF IS THE PREFERRED DOCUMENT FORMAT WE'D LIKE YOU TO SEND US YOUR ARTWORK IN.

PDF stands for portable document format and is the industry standard file type for sending artwork to print. Please ensure your PDF is press ready and in CMYK – with 3mm bleed if your advert requires it.

If you're unsure how to create a PDF file we can also accept your artwork in PSD, TIF, JPG, AI or EPS format.

If you are providing your artwork as a PSD, AI or EPS file, please ensure that all text is set as outlines or rasterised – so no fonts are required.

**Unfortunately we cannot accept artwork as word or power point files.**



# GLOSSARY

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**AI** stands for Adobe Illustrator and is a file type created in a programme of the same name.

**BLEED** is the area around your advert that will be trimmed off. See page 10.

**CMYK** stands for Cyan Magenta Yellow Key Colour and is the colour format in which printers work. See page 13.

**CROP MARKS** are the marks graphics designers and printers add to artwork to show where the bleed should be trimmed off. You do not need to include these on your artwork.

**DOUBLE PAGE SPREAD** often abbreviated to DPS, this term refers to two adjacent pages sometimes forming a single advert or article.

**DPI** stands for Dots Per Inch and is a term used to measure image resolution. See page 14.

**EPS** is the abbreviation for Electronic Post Script and is a common file type for sharing graphics.

**FINAL ADVERT SIZE** this is the size your advert will appear in the programme, once it's been trimmed.

**GUIDE AREA** this is the space in your advert you should keep all your text and any important design elements. Anything outside the guide may be trimmed off. See page 11.

**GUTTER** this area down the centre of a double page spread. It should be kept free of text and important design elements. See page 12.

**JPG** or JPEG stands for Joint Photographic Experts Group and is a file type that compresses the image to make the file-size smaller.

**OUTLINED** in this context outlined means when text is converted from being editable words to an image.

**PDF** stands for Portable Document Format and is the preferred file type to send your artwork in.

**PIXELS** are tiny square dots that make up an image. The more pixels that make up an image the higher the resolution and therefore quality the image will be. The amount of pixels in an image is measured in dpi.

**PIXELATED** is a term used to describe either an image of such low dpi/resolution or which has been enlarged so much that the pixels that make up the picture have become visible.

**PRESS READY** is a pre-set export setting used when generating a PDF that ensures the document is created at a high resolution.

**PSD** stands for Photoshop Data File and is a file type created in Adobe Photoshop.

**RASTERISED** in this context rasterised means when text is converted from being editable words to an image.

**SAFE AREA** see guide area.

**SPOT COLOUR** is a special pre-mixed ink used on printing for colour consistency.

**TIF** or TIFF stands for Tagged Image File Format and is common file type for sharing high quality images.

**TRACKING** is a typographic term meaning the overall space between individual letters in a word or body of text. It's not mentioned in the guide but well done for reading through the glossary. Gold star.

**TRIMMING** is when the printed and bound pages of the programme are cut down to size. See bleed on page 10.

**TRIM SIZE** this is the final size your advert will be once programme is printed, bound, and trimmed.

**TEXT AREA** see guide area.

# CONTACT INFORMATION

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SHOULD YOU HAVE ANY QUESTIONS  
CONCERNING THESE GUIDELINES  
PLEASE CONTACT

**MATTHEW COMBEN**  
**[matthew@ukgamesexpo.co.uk](mailto:matthew@ukgamesexpo.co.uk)**