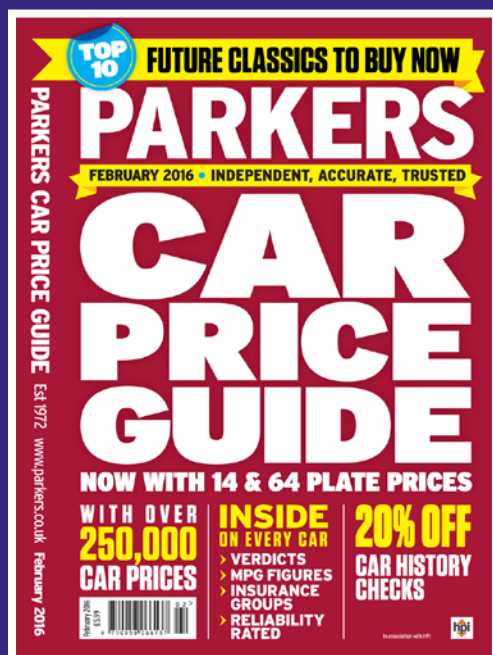


# PARKER'S



Parker's  
Portfolio  
Car Price  
Guide  
Editorial  
Production,  
Repro and  
Pre-Press  
Dept

## Car Price Guide Production and Technical Data Specifications

### Book - Covers

Printed on 170gsm Gloss Art by William Gibbons, 28 Planetary Rd, Willenhall, Wolverhampton, WV13 3XT Tele: (01902) 730011  
Screen Resolution 150dpi.

### Book – Data, Editorial and Advertising Sections

Printed 4 colour process on 55gsm improved newsprint by William Gibbons, 28 Planetary Rd, Willenhall, Wolverhampton WV13 3XT Tele: (01902) 730011  
Screen Resolution 150dpi.

### Contact Information

**Production Director (William Gibbons):** Mark Dando 01902 271112

**Ad Production Contact:** Kim Hill 01733 468397

**Key Account Manager (Parkers):** Ben Turpitt 0208 195 6713

**Ed Production Manager/Repro/Pre-Press (Parkers):**

Percy Lawman 01733 468448 [percy.lawman@bauermedia.co.uk](mailto:percy.lawman@bauermedia.co.uk)

### Mechanical Data (Height x Width in mm)

Page Type Area 200x126

Page Trim Size 220x146 Bleed Allowance +3mm on all sides

Half Page Type Area (Portrait) 200x62

Half Page Type Area (Landscape) 100x126

Quarter Page Type Area (Box) 100x62

Quarter Page Type Area (Strip) 48x126

Half Page DPS Across Spine 100x143 each side

x2 PDF's and includes 5mm spine allowance.

Half Page DPS Across Spine with full bleed at base and on all sides

114x154 each side x2 PDF's and includes all bleed allowances.

### Files

Hi-Res Pass4Press PDF with all fonts embedded. Type 1 Postscript fonts only, no True Type Fonts. Full pre-press P4P specs on Pass4Press Website.

<http://www.pass4press.com/>

### Loose Inserts

We would advise that inserts should always have a dummy version submitted to Ad Production prior for approval. Ad production will then supply delivery details and a full schedule.

### Bound Inserts

We would advise that bound inserts can only be bound in on section breaks. This is currently between pages 66 and 67, 130 and 131, 194 and 195, 258 and 259. Other positions are available depending on press configuration. Contact Ad Production prior for availability and technical specifications.

Parker's is part of Bauer Consumer Media Ltd.

All current production information relating to Parker's is online at [www.maxproduction.co.uk/parkers.htm](http://www.maxproduction.co.uk/parkers.htm)