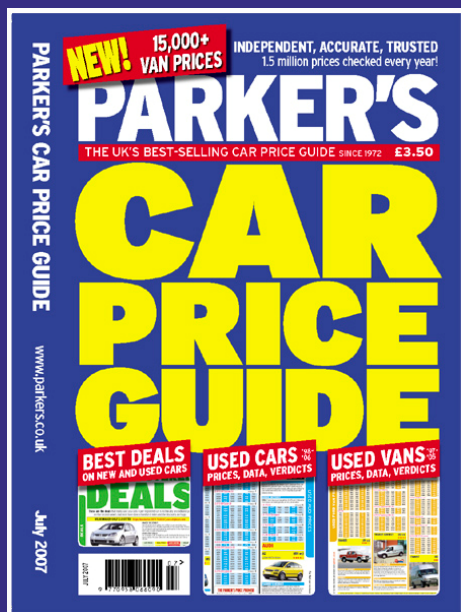


# PARKER'S

## Car Price Guide Production and Technical Data Specifications



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

### Book - Covers

Printed on 170gsm Gloss Art by St Ives Web, Victoria Business Park, Roche, St Austell, Cornwall PL26 8LX. **Tele:** (01726) 891010  
Screen Resolution 150dpi (Applicable from June 2005).

### Book – Data, Editorial and Advertising Sections

Printed 4 colour process on 55gsm improved newsprint by St Ives Web, Storeys Bar Road, Peterborough, PE1 5YS. **Tele:** 01733 555567 **Fax:** 01733 296298 Screen Resolution 150dpi (Applicable from June 2005).

### Contact Information

**Production Contact (St Ives):** Joanne Briggs 01733 296241  
**Ad Production Contact (AT Graphics):** Kim Hill 01733 468397  
**Key Account Manager (Parkers):** Sharron Marriott 01733 468063  
**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 200x128  
Page Trim Size 220x148 Bleed Allowance +3mm on all sides  
Half Page Type Area (Portrait) 200x62  
Half Page Type Area (Landscape) 100x128  
Quarter Page Type Area (Box) 100x62  
Quarter Page Type Area (Strip) 48x128  
Half Page DPS Across Spine 100x145 each side  
x2 PDF's and includes 5mm spine allowance.  
Half Page DPS Across Spine with full bleed at base and on all sides  
114x156 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/cgi-bin/wms.pl/416>

### Loose Inserts

We would advise that inserts should always have a dummy version submitted to Ad Production prior for approval. Inserts should be supplied to St. Ives Web at the above address and booked with their production dept prior who will advise you of an **Insert Reference Number**. This number should be on all pallets and delivery notes in order to aid identification. Please be advised that materials received without this number may be refused delivery.

### Bound Inserts

Please download the specs PDF from our production website for full info.  
[www.maxproduction.co.uk/parkers/parkerscarpriceguideboundin.pdf](http://www.maxproduction.co.uk/parkers/parkerscarpriceguideboundin.pdf)

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. Advise to contact Ad Production prior for availability.

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)