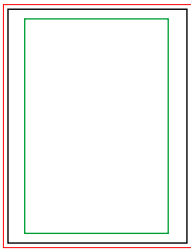


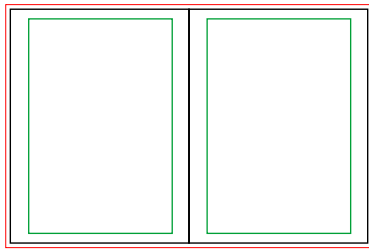
frieze

FORMATS AND SIZES

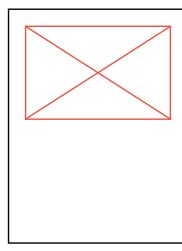
- All full page ads must include 4 mm bleed and have crop marks.
- If the perimeter of a 1/2 page advert is not delineated by a key line, image or background tint we will add a 0.25 pt black keyline.
- Do not add bleed to a 1/2 page advert.
- Leave a **17 mm** margin from the left and right trim marks and a **10 mm** margin top and bottom. This is to ensure that all text and logos are in the 'safe type area'.
- Please bear in mind that adverts with all white backgrounds might have some show-through – a light tint is recommended.
- Double page spreads must be supplied as two separate full page PDFs



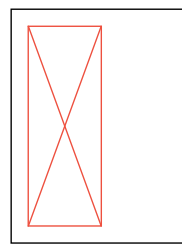
FULL PAGE
trim size
230 × 300 mm
safe type area
196 × 266mm
full bleed
238 × 308 mm



DOUBLE PAGE SPREAD
(to be supplied as single pages)
trim size
460 × 300 mm
safe type area
196 × 266mm (per page)
full bleed
476 × 308 mm



HALF PAGE
horizontal
196 × 124 mm
no bleed



HALF PAGE
vertical
95 × 254 mm
no bleed

ALL FILES MUST CONFORM TO THE FOLLOWING SPECS

- Files must be high resolution PDFs (recommended Acrobat 8/9 PDF 1.7) sent via email. We do not accept artwork that has been designed in Photoshop.
- All images must be **300 dpi** to ensure quality reproduction.
- All fonts must be embedded.
- Files must only contain **CMYK** elements: no Spot-colours, RGB, LAB or ICC profiles (except for **Coated Fogra39**)
- Combined colour ink density should not exceed 300%.
- Artworks with white backgrounds must have a 0.25 pt black keyline.

- Frieze fair logos cannot be used without permission.
- All references to Frieze Events and Frieze fair stands should follow house style: **Frieze London, Frieze Masters, Frieze New York, and Stand no.** (not Booth).
- Artwork may not include prices (except for Auction estimates).

Extra production costs

- If a file is supplied incorrectly, we will fix the PDF (if possible) for free for the first time. If you continue to supply the PDF incorrectly, a charge of £ 58 will be charged for the time spent in correcting the PDF.
- We can design the artwork for your ad. The following charges will apply:

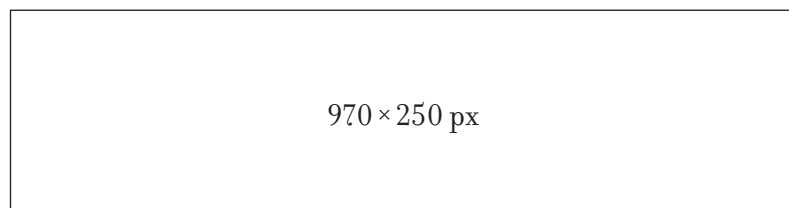
Size	Half page	Full page
Colour proof	£ 26	£ 37
Design	£ 180*	£ 295*

*(including one PDF proof, courier fees not included)

frieze.com

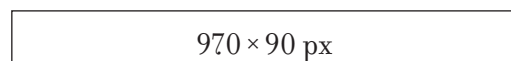
FORMATS AND SIZES (FOR DESKTOP AND ALL DEVICES UNLESS SPECIFIED)

HEADER UNIT / MIDDLE HEADER UNIT



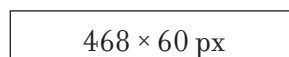
Tablet: 728 × 90 px
Mobile: 320 × 50 px

SUPER LEADERBOARD /
MIDDLE LEADERBOARD



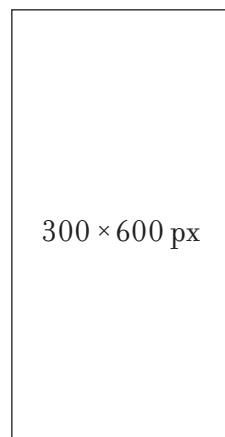
Tablet: 728 × 90 px
Mobile: 320 × 50 px

BANNER

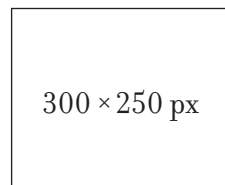


Mobile: 234 × 30 px

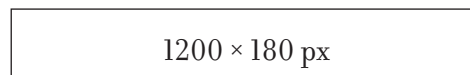
HALF PAGE



MPU 1/2



E-NEWSLETTER BANNER



ALL DIGITAL FILES MUST CONFORM TO THE FOLLOWING SPECIFICATIONS:

- Format: jpeg, gif, png
- Resolution: 300 dpi
- File size needs to be under 100KB
- If the submitted file is an animated gif, then this must be set to loop forever
- For E-newsletter banners text should be no smaller than 9pt or 9px
- For Banners text should be no smaller than 8pt or 8px
- For artwork that has a white background a tint needs to be added or a black 2px keyline to delineate the edge of the artwork
- Artwork may not include prices (except for Auction estimates).

Adverts include one link to advertiser's website

Tracking available

Please supply links when sending adverts

Max of 1 image change per week unless pre-arranged with advertising representative.

Artwork deadline and delivery instructions:

All artwork must be received 10 business days prior to campaign launch on frieze.com

Files can be emailed directly to jennifer.ward@frieze.com.

Contact

Jennifer Ward

Advertising Production Coordinator

frieze

1 Surrey Street, London, WC2R 2ND