

■ Double Page Spread

Type Area = 275mm x 436mm
Trim Area = 297mm x 456mm
Bleed Area = 309mm x 468mm

■ Single Page

Type Area = 275mm x 208mm
Trim Area = 297mm x 228mm
Bleed Area = 309mm x 240mm

■ 1/2 Page Horizontal

Type Area = 137mm x 208mm
Trim Area = 147mm x 228mm
Bleed Area = 153mm x 240mm

■ 1/2 Page Vertical

Type Area = 275mm x 101mm
Trim Area = 297mm x 111mm
Bleed Area = 303mm x 117mm

■ 1/4 Page - Vertical

Type Area = 275mm x 46mm
Trim Area = 297mm x 58mm
Bleed Area = 303mm x 64mm

■ 1/4 page – Horizontal

Type Area = 68mm x 208mm
Trim Area = 73mm x 228mm
Bleed Area = 83mm x 240mm

■ 1/3 Page - Single Column

Type Area = 275mm x 63mm
Trim Area = 297mm x 75mm
Bleed Area = 303mm x 81mm

■ 1/3 Page - Horizontal

Type Area = 90mm x 208mm
Trim Area = 99mm x 228mm
Bleed Area = 105mm x 240mm

■ 4 Column Banner

Type Area = 25mm x 208mm

Materials Required

■ RTÉ Guide Advert Specification.

All ads supplied to the RTÉ Guide must conform to the following specifications for reasons of quality and compatibility. Any deviation from these specifications will result in the ad being rejected. RTÉ will not modify or correct content of any files that do not conform to the specifications below.

■ Format

All files must be supplied in print ready PDF format. PDF files must be distilled for print reproduction using the CMYK offset process. An Acrobat Distiller settings file is available from RTE to ensure that PDF's are generated correctly.

NB. All ads must be accompanied by a contact proof using an approved medium such as CMYK Chromalin, Iris, Kodak Approval. RTE is not responsible for quality if an acceptable quality proof does not accompany the digital files.

■ Delivery

Files may be sent via email to:
production@rte.ie

Contact

Production Department
RTÉ Guide
TV Building, RTÉ
Donnybrook, Dublin 4.
Tel: (01) 208 2919