

# Mechanical Specifications

## Display Advertising

Page size	Bleed	Trim	Type
Display Eighth Page Horizontal	n/a	n/a	60 x 89
Display Eighth Page Strip	n/a	n/a	28 x 181
Display Sixth Page	n/a	n/a	38 x 181
Display Quarter Page	n/a	n/a	121 x 89
Display Quarter Page Vertical	n/a	n/a	246 x 43
Display Quarter Page Horizontal	n/a	n/a	59 x 181
Display Third Page	n/a	n/a	80 x 181

Page size	Bleed	Trim	Type
Display Half Page Vertical	n/a	n/a	246 x 89
Display Half Page Horizontal	n/a	n/a	121 x 181
Display Junior Page	n/a	n/a	130 x 185
Display Two Thirds Page	n/a	n/a	246 x 185
Display Half Spread	134 x 400	131 x 394	121 x 378
Display Full Page	273 x 200	267 x 197	246 x 181
Display DPS	273 x 400	267 x 394	246 x 378

## PDF / Artwork Specifications

To ensure maximum quality finish artwork should be supplied to a PDFx/1a industry standard. If this is not possible please try to follow the below outlines.

**Compatibility** - When producing a PDF ensure that the compatibility is no greater than a PDF 1.4.

**Fonts** - All fonts to be embedded within the PDF.

**Colours** - ICC colour profiles, Lab colours, RGB images and spot colours are not to be used. All colours should be set to a CMYK process colour output.

**Images** - Logos, photos and graphics should all have a minimum output of 300 dpi.

**Bleed** - A bleed ad that is designed to flow off the sides of a page This should be clearly indicated using crop or bleed marks with a minimum of 3mm added to the trim size.

