

Mechanical Specifications



Display Advertising

Ad Size	Bleed	Trim	Type
Display Quarter Page	n/a	n/a	122 x 96
Display QP - Products Special	n/a	n/a	122 x 96
Display Quarter Page Horizontal	n/a	n/a	60 x 195
Display Quarter Page Vertical	n/a	n/a	248 x 46
Display Third Page Horizontal	n/a	n/a	80 x 195
Display Third Page Vertical	n/a	n/a	248 x 63
Display Half Page Vertical	n/a	n/a	248 x 96
Display Half Page Horizontal	n/a	n/a	122 x 195
Display Full Page	296 x 221	290 x 215	248 x 195
Display Double Page Spread	296 x 436	290 x 430	248 x 420

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.