

Mechanical Specifications

HEALTH AND BEAUTY SALON

Display Advertising

| Ad Size | Bleed | Trim | Type |
|---------------------------------|-----------|-----------|-----------|
| Display Eighth Page Vertical | n/a | n/a | 133 x 45 |
| Display Eighth Page Horizontal | n/a | n/a | 65 x 93 |
| Display Quarter Page | n/a | n/a | 133 x 93 |
| Display Quarter Page Horizontal | n/a | n/a | 65 x 190 |
| Display Quarter Page Vertical | n/a | n/a | 270 x 45 |
| Display Half Page Vertical | n/a | n/a | 270 x 93 |
| Display Half Page Horizontal | n/a | n/a | 133 x 190 |
| Display Full Page | 298 x 218 | 290 x 210 | 270 x 190 |
| Display Double Page Spread | 298 x 428 | 290 x 420 | 270 x 400 |

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.