

Mechanical Specifications

Display Advertising

Page size	Bleed (mm)	Trim (mm)	Type (mm)
Display Full Page	273 x 200	267 x 197	246 x 175
Display Half Page Horizontal	n/a	n/a	114 x 175
Display 1/3 Page Horizontal	n/a	n/a	80 x 175
Display 1/3 Page Vertical	n/a	n/a	246 x 53
Display Quarter Page	n/a	n/a	114 x 85

Page size	Bleed (inches)	Trim (inches)	Type (inches)
Display Full Page	10 ^{3/4} x 7 ^{7/8}	10 ^{1/2} x 7 ^{3/4}	9 ^{11/16} x 7
Display Half Page Horizontal	n/a	n/a	4 ^{1/2} x 7
Display 1/3 Page Horizontal	n/a	n/a	3 ^{3/16} x 7
Display 1/3 Page Vertical	n/a	n/a	9 ^{11/16} x 2 ^{1/8}
Display Quarter Page	n/a	n/a	4 ^{1/2} x 3 ^{3/8}

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.

