

# Mechanical Specifications

# NewScientist

## Recruitment Advertising

Page size	Bleed	Trim	Type
Recruitment Quarter Page	n/a	n/a	118 x 91
Recruitment Half Page Horizontal	n/a	n/a	118 x 185
Recruitment Half Page Vertical	n/a	n/a	240 x 91
Recruitment Full Page	272 x 208	267 x 203	240 x 185
Recruitment Double Page Spread	272 x 412	267 x 406	240 x 386

Page Size	Column Width
Column 1	44
Column 2	91
Column 3	138
Column 4	185

## 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.