

Mechanical Specifications

NewScientist

Display Advertising

Ad Size	Bleed	Trim	Type
Display 1/12 Page	n/a	n/a	42 x 44
Display Quarter Page	n/a	n/a	118 x 89
Display Half Page Vertical	n/a	n/a	240 x 89
Display Half Page Horizontal	n/a	n/a	118 x 185
Display Half Spread	138 x 412	135 x 406	118 x 386
Display Full Page	273 x 209	267 x 203	240 x 185
Display Double Page Spread	273 x 412	267 x 406	240 x 386

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.