

Mechanical Specifications

Display Advertising

Ad Size	Bleed	Trim	Type
Display 4 x 1	n/a	n/a	40 x 49
Display Full 1 Column Vertical	n/a	n/a	268 x 49
Display Quarter Page	n/a	n/a	132 x 102
Display Quarter Page Horizontal	n/a	n/a	65 x 102
Display Full 2 Column Vertical	n/a	n/a	268 x 102
Display Half Page Horizontal	n/a	n/a	132 x 208
Display Half Page Vertical	n/a	n/a	268 x 102
Display Full Page	306 x 232	300 x 226	268 x 208
Display Double Page Spread	306 x 458	300 x 452	268 x 434

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.