

Display Advertising

Ad Size	Bleed	Trim	Type
Display Eighth Page Banner	n/a	n/a	31 x 190
Display Eighth Page Horizontal	n/a	n/a	31 x 190
Display Eighth Page Vertical	n/a	n/a	60 x 93
Display Quarter Page Horizontal	n/a	n/a	66 x 190
Display Quarter Page Vertical	n/a	n/a	275 x 45
Display Quarter Page	n/a	n/a	136 x 93
Display Half Page Horizontal	n/a	n/a	136 x 190
Display Half Page Vertical	n/a	n/a	275 x 93
Display Full Page	303 x 229	297 x 223	275 x 190
Display Double Page Spread	303 x 452	297 x 446	275 x 413

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 need 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 as that is designed to flow off the sides of a page. This should be clearly indicated using a crop or bleed marks with a minimum of 3mm added to the trim size.



Display Advertising

Ad Size	Bleed	Trim	Type
Display Earpiece	n/a	n/a	30 x 49
Display Eighth Page Banner Ad	n/a	n/a	32 x 206
Display Eighth Page Horizontal	n/a	n/a	32 x 206
Display Eighth Page Vertical	n/a	n/a	67 x 101
Display Half 2 Column Vertical	n/a	n/a	138 x 101
Display Quarter Page	n/a	n/a	138 x 101
Display Quarter Page Horizontal	n/a	n/a	67 x 206
Display Quarter Page Vertical	n/a	n/a	280 x 49
Display Half 3 Column Vertical	n/a	n/a	138 x 158
Display Half 2 Column Vertical	n/a	n/a	280 x 101
Display Half Page Horizontal	n/a	n/a	138 x 206
Display Full 3 Column Vertical	n/a	n/a	280 x 153
Display Full Page	306 x 232	300 x 226	280 x 206
Display Double Page Spread	306 x 458	300 x 452	280 x 423

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Display Eighth Page Horizontal	n/a	n/a	31 x 190
Display Eighth Page Vertical	n/a	n/a	66 x 93
Display Quarter Page Horizontal	n/a	n/a	66 x 190
Display Quarter Page Vertical	n/a	n/a	275 x 45
Display Quarter Page	n/a	n/a	136 x 93
Display Half Page Horizontal	n/a	n/a	136 x 190
Display Half Page Vertical	n/a	n/a	275 x 93
Display Full Page	303 x 216	297 x 210	275 x 190
Display Double Page Spread	303 x 426	297 x 420	275 x 400

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