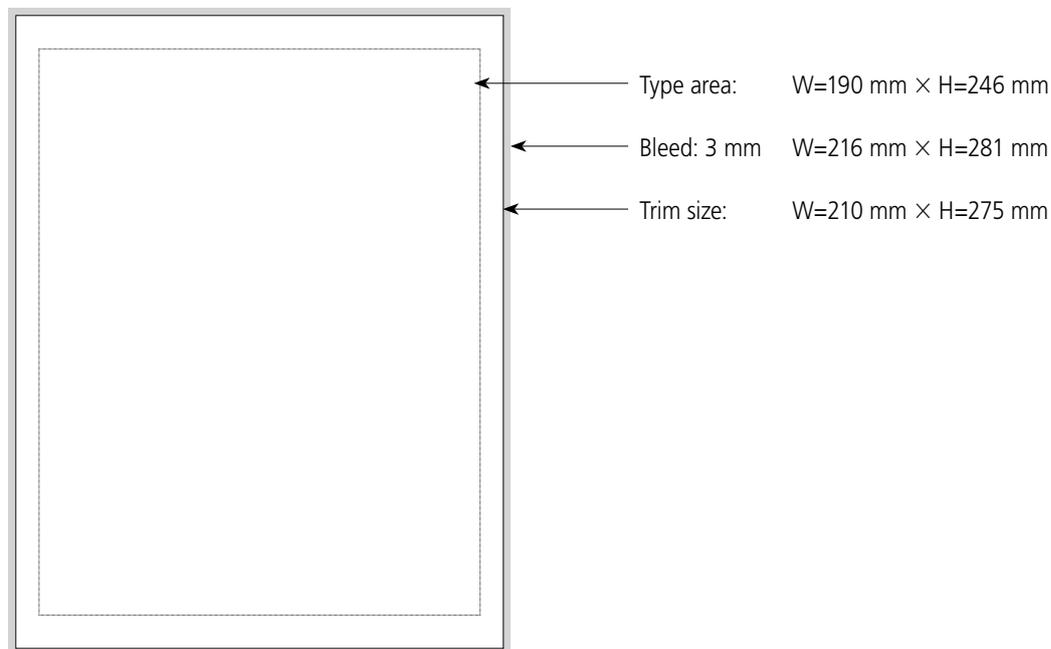


# Print Advert Sizes

## Material Specifications



## Material Requirements

Material supplied on disc must be Mac compatible.

Material must be made to the correct size – with no crop marks or registration marks – except adverts that bleed on all four sides e.g. full pages.

**Format:** Photoshop, Illustrator, InDesign

**Media:** CD or DVD

**Finished digital material:** High-resolution PDF

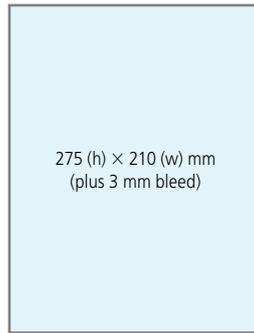
## Design Guidelines

- Advertisements must be supplied in high-resolution PDF format, with a minimum of 600 dpi.
- Ensure that your template design is setup correctly – CMYK and not RGB.
- To allow for the printing process it is advisable not to use small, fine fonts in light colours.
- Due to the uncoated paper and printing process there might be a slight variance in colours.
- When using black on black ensure that the blacks are the same.

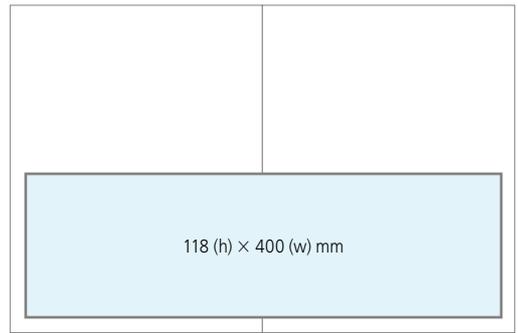
**DPS (Double page spread)**



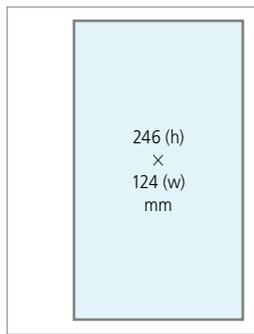
**Full Page**



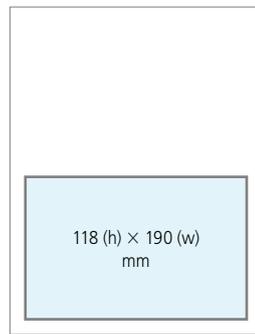
**Half Page DPS**



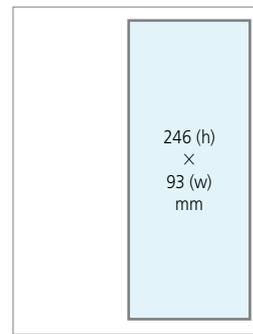
**2/3v**



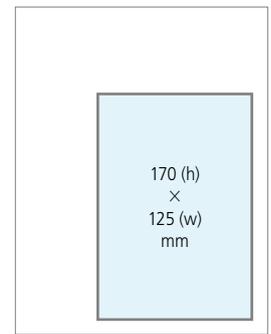
**1/2h**



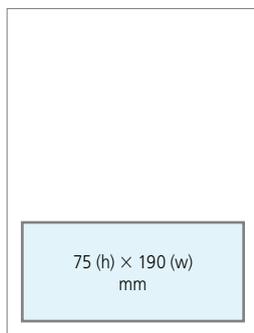
**1/2v**



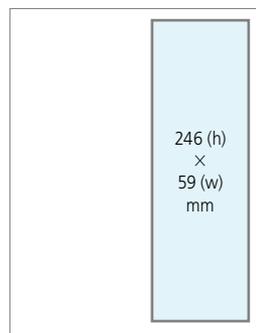
**Palladium**



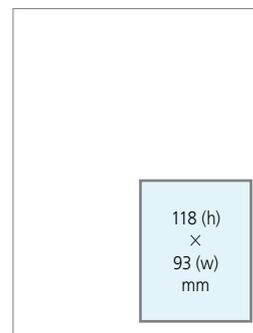
**1/3h**



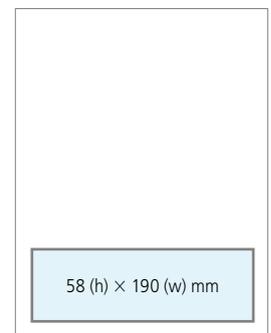
**1/3v**



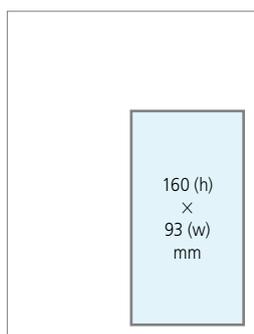
**1/4**



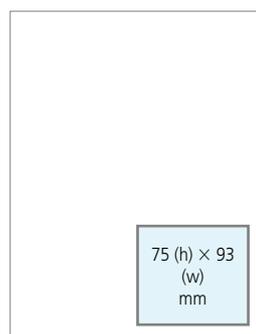
**1/4h**



**Tandem**



**1/6**



**1/6h**



**1/6v**

