

MECHANICAL DATA FOR PRINT ADVERTISING

Advert size	Depth	Width
Double page spread (trimmed)	297mm	420mm
Double page spread (3mm bleed)	303mm	426mm
Page size A4 (trimmed)	297mm	210mm
Page size A4 (3mm bleed)	303mm	216mm
Half page vertical	272mm	88mm
Half page vertical (3mm bleed)	303mm	104mm
Half page horizontal	130mm	186mm
Half page horizontal (3mm bleed)	148mm	216mm
Quarter page vertical	130mm	88mm
Quarter page horizontal	62mm	186mm

Our preferred digital medium is a high resolution PDF (300dpi) in CMYK. Please follow The Periodicals Press Association (PPA) Pass4Press digital advertising transfer standards. For details please visit their website: www.pass4press.com

MECHANICAL DATA FOR DIGITAL ADVERTISING

Digital banner sizes	Depth	Width
Ezine Message Panel	250ppi	300ppi
Ezine Banner	60ppi	468ppi
Website Billboard	250ppi	970ppi
<i>(supply all 3 sizes)</i>	90ppi	728ppi
	60ppi	468ppi
Website Leaderboard	90ppi	728ppi
<i>(supply all 3 sizes)</i>	60ppi	468ppi
	50ppi	320ppi
Website Double Message Panel	500ppi	300ppi
Website Message Panel	250ppi	300ppi
Website Wallpaper	1440ppi	2560ppi

Our preferred digital medium is a screen resolution (72ppi) RGB jpeg or png file

Please send copy to Nicki McKenna
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