

# - AD COPY INSTRUCTIONS -

## Perspective Publishing

Please read the guidelines below before submitting your ad.

Please supply all images in the following format only:

- Full page ad to be supplied in PDF format. The PDF must have crop marks and 3mm bleed
- Any other ad than full page ad to be supplied in EPS, TIFF or JPEG format
- Please ensure all fonts are embedded
- Resolution of 300dpi
- Colour - CMYK format
- Please check your correct ad size below

Images can be sent on CD or via Email.

FTP details can be given upon request.

Perspective PDF Joboption which can be downloaded from our website [www.perspectivepublishing.com/pdf\\_joboption](http://www.perspectivepublishing.com/pdf_joboption)

### ADVERT DIMENSIONS

#### A4

Type area: 262 x 181 mm

Trim: 297 x 210 mm

Bleed: 303 x 216 mm

#### DPS

Type area: 262 x 390 mm

Trim: 297 x 420 mm

Bleed: 303 x 426 mm

(Must be supplied to us in single pages)

#### Half Page Horizontal

Type area: 128 x 181 mm

If you want bleed then also use the following specs:

Trim: 143 x 210 mm

Bleed: 149 x 216 mm

#### Half Page DPS

Type area: 128 x 390 mm

Trim: 144 x 420 mm

Bleed: 147 x 426 mm

#### Half Page Vertical

Type area: 262 x 88 mm

If you want bleed then also use the following specs:

Trim: 297 x 100 mm

Bleed: 303 x 103 mm

#### Quarter Page DPS

Type area: 69 x 390 mm

Trim: 84 x 420 mm

Bleed: 87 x 426 mm

#### Quarter Page

Type area: 128 x 88 mm

(We don't have bleeding quarter page ads)

#### Quarter Page Strip

Type area: 60 x 181 mm

Trim: 75 x 210 mm

Bleed: 78 x 216 mm

**IMPORTANT: Adverts must have CROP MARKS and 3MM BLEED if artwork goes to edge of page**



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