

- AD COPY INSTRUCTIONS -

Perspective Publishing

Please read the guidelines below before submitting your ad.

Please supply all files 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
- Transparencies - If you are supplying a pdf all transparencies must be flattened
- Please ensure all fonts are embedded
- Resolution of 300dpi
- Colour - CMYK format
- Please check your correct ad size below

Ads can be sent on CD or via Email, FTP details can be given upon request.

ADVERT DIMENSIONS

Full Page

Type area: 180 x 245 mm
Trim: 204 x 271 mm (actual page size)
Bleed: 210 x 277 mm

Half Page Horizontal

Type area: 180 x 121 mm
If you want bleed then also use the following specs:
Trim: 204 x 135.5 mm
Bleed: 210 x 141.5 mm

Half Page Vertical

Type area: 80 x 245 mm
If you want bleed then also use the following specs:
Trim: 102 x 271 mm
Bleed: 108 x 277 mm

Quarter Page

Type area: 80 x 115 mm
(We don't have bleeding quarter page ads)

DPS

Type area: 384 x 245 mm
Trim: 408 x 271 mm
Bleed: 414 x 277 mm
(Must be supplied to us as single pages)

Half Page DPS

Type area: 384 x 121 mm
Trim: 408 x 135.5 mm
Bleed: 414 x 141.5 mm

Quarter Page DPS

Type area: 384 x 54 mm
Trim: 408 x 68 mm
Bleed: 414 x 71 mm

Quarter Page Strip

Type area: 180 x 54 mm
Trim: 204 x 68 mm
Bleed: 210 x 71 mm

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

All additional marks should be removed.



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SALES: