

# - A4 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: 240 x 175 mm  
Trim: 271 x 204 mm  
Bleed: 277 x 210 mm

#### Half Page Horizontal

Type area: 120 x 179 mm  
If you want bleed then also use the following specs:  
Trim: 135.5 x 204 mm  
Bleed: 141.5 x 210 mm

#### Half Page Vertical

Type area: 246 x 80 mm  
If you want bleed then also use the following specs:  
Trim: 271 x 102 mm  
Bleed: 277 x 108 mm

#### Quarter Page

Type area: 120 x 85 mm  
(We don't have bleeding quarter page ads)

#### DPS

Type area: 246 x 380 mm  
Trim: 271 x 408 mm  
Bleed: 277 x 414 mm  
(Must be supplied to us as single pages)

#### Half Page DPS

Type area: 120 x 380 mm  
Trim: 135.5 x 408 mm  
Bleed: 141.5 x 414 mm

#### Quarter Page DPS

Type area: 54 x 380 mm  
Trim: 68 x 408 mm  
Bleed: 71 x 414 mm

#### Quarter Page Strip

Type area: 53 x 175 mm  
Trim: 68 x 204 mm  
Bleed: 71 x 210 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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