

EDUCATION EXECUTIVE

Advertising Specifications

If you have any questions regarding the supply of artwork, please contact: production@intelligentmedia.com or call 0203 794 8555 and we'll be happy to help.

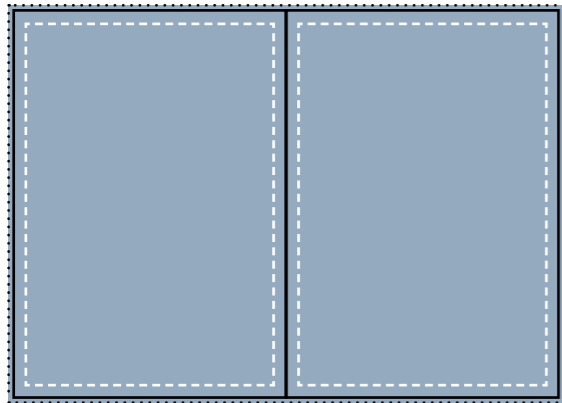
LABEL KEY

- BLEED:**
 - Each outer edge of all full page artwork requires 3mm of bleed to avoid any white space remaining when the paper is cut.
- TRIM:**
 - This is the size of the final publication.
- SAFE:**
 - The area all text and feature images should be placed within to avoid the artwork appearing unbalanced or being concealed in the binding of the publication.

TOP TIPS

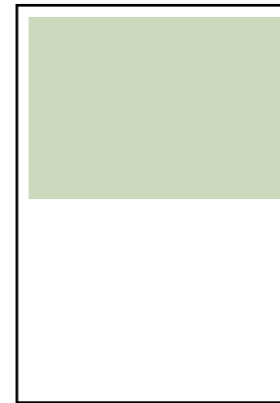
- The ideal file format to send us your artwork in is PDF. However, we will also accept EPS or TIFF files.
- Your artwork should be of high resolution, preferably more than 300DPI.
- Please allow a 3mm bleed on all sides of your artwork. This is the margin that we need when trimming prints.
- Please make sure that all the text on your artwork is at least 1cm from the edge of your design.
- Please convert all fonts in your artwork to outlines to ensure compatibility.
- Make sure your images are in CMYK colours (full colour), not RGB for example.

Double Page Spread (DPS)



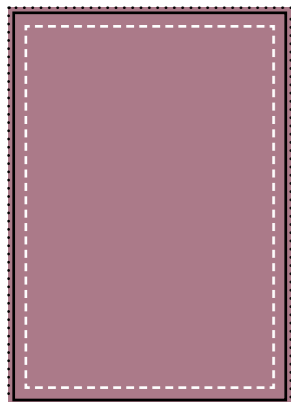
- TRIM:**
 - 420mm wide x 297mm high
- BLEED:**
 - 426mm wide x 303mm high
- SAFE:**
 - All text should be 1cm from the edge of BOTH pages

Half Page (horizontal)



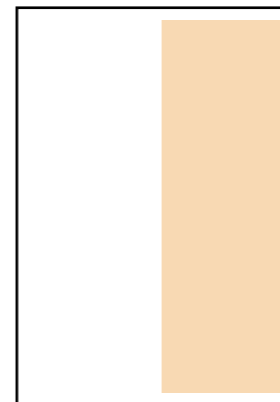
- SIZE:**
 - 190mm wide x 136mm high
- BLEED:**
 - Not required
- SAFE:**
 - We place artwork with 1cm of white space on each side

Full Page



- TRIM:**
 - 210mm wide x 297mm high
- BLEED:**
 - 216mm wide x 303mm high
- SAFE:**
 - All text should be 1cm from the edge of the page

Half Page (vertical)



- TRIM:**
 - 92mm wide x 277mm high
- BLEED:**
 - Not required
- SAFE:**
 - We place artwork with 1cm of white space on each side