

# Guidelines for Pharmacy advertisement specification

## Page sizes

Size	Trim (mm)	Bleed (mm)	Type (mm)
Full page	210 x 148	216 x 154	200 x 138
Full page DPS	Provide as two separate full page PDFs		
Half page landscape	105 x 148	111 x 154	95 x 138
Half page DPS	Provide as two separate half page landscape PDFs		
Third page landscape	70 x 148	76 x 154	60 x 138
Bound in card (Provide as two separate full page PDFs)	210 x 148	216 x 154	200 x 138

## PDFs

All PDFs should meet the PPA pass4press format — <http://www.pass4press.com>

Please supply each ad as a PDF file. DPS ads should be split and saved as single page PDF files, not as multi-page documents. MGP Ltd cannot be held responsible for the quality of reproduction of supplied artwork that does not meet the specification set out here.

N.B. Copy that conforms to the MIMS specification is acceptable.

*Guidelines for Pharmacy* mailing months: January, April, July and October.

What we mean by trim, bleed, and type:

- **Trim:** this is the size of the Finished page after it has been bound and trimmed
- **Bleed:** this is the area that should be covered by any artwork that runs to the edge of the page. This ensures that your ad runs right to the edges of the trimmed page, with no white margins.
- **Type:** all essential design elements should be within this area (e.g. text, logos, etc.). This ensures that these elements are not lost when the pages are trimmed.

**Contact:** Vicky Toleman

**Telephone:** 01442 299201

**Email:** [vicky.toleman@mgp.co.uk](mailto:vicky.toleman@mgp.co.uk)