

Guidelines in Practice advertisement specification

Page sizes

Size	Trim (mm)	Bleed (mm)	Type (mm)
Full page	280 x 210	286 x 216	270 x 200
Full page DPS	Provide as two separate full page PDFs		
Half page horizontal	140 x 210	146 x 216	130 x 200
Half page DPS	Provide as two separate half page horizontal PDFs		
Half page vertical	280 x 105	286 x 111	270 x 95
Third page horizontal	93 x 210	99 x 216	83 x 200
Third page vertical	280 x 70	286 x 76	270 x 60
Quater page vertical	140 x 105	146 x 111	130 x 95
Mini page	160 x 120	166 x 126	150 x 110
Bound in card (Provide as two separate full page PDFs)	280 x 210	286 x 216	270 x 200

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.

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Advertorial advertisements

Please supply to read ADVERTISEMENT FEATURE — this to be centred, in capitals, and in a sans serif font of at least 14 pt. Advertorial should look different from editorial, in particular it should not:

- contain a coloured horizontal header strip
- be set in either the Garamond or Myriad typefaces
- use a three column per page layout.

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.