

# Guidelines for Pharmacy Print Advert Specifications

Size	Trim (mm)	Bleed (mm)	Type (mm)
Full page	148 x 210	154 x 216	138 x 200
Right-hand page & overleaf	Provide as two separate full page PDFs		
Half page horizontal	148 x 105	154 x 111	138 x 95
Third page horizontal	148 x 70	154 x 76	138 x 60
Advertorials*			

## PDFs

PDFs provided must conform to the PPA pass4press format: [www.ppa.co.uk/resource/pass4press-download](http://www.ppa.co.uk/resource/pass4press-download).

Please supply each Ad as a PDF file.

DPS Ads should be split and saved as x2 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.

- **Trim:** this is the size of the finished page after it has been bound and trimmed. Extra care needs to be made for PI that runs close to page edge. Consider larger margins to left and right hand side of PI to avoid loss of text in binding process.
- **Bleed:** this is the area around 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.

## \*Advertorial advertisements

Supply according to the dimensions above. Please ensure creative complies with the following....

Please supply to read ADVERTISEMENT FEATURE — this is to be centred, in capitals, and in a sans serif font of at least 14pt. 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

**Contact:** Leanne Lawrence

**Telephone:** 01442 861728

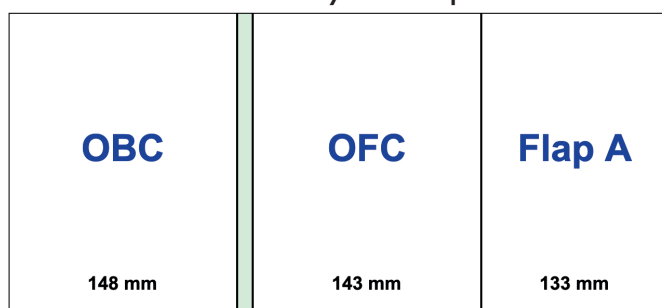
**Email:** [leanne.lawrence@mgp.co.uk](mailto:leanne.lawrence@mgp.co.uk)

**Print and digital specifications can be found at:** [mgp.co.uk/advertising-specifications](http://mgp.co.uk/advertising-specifications)

# Specials for *Guidelines for Pharmacy*

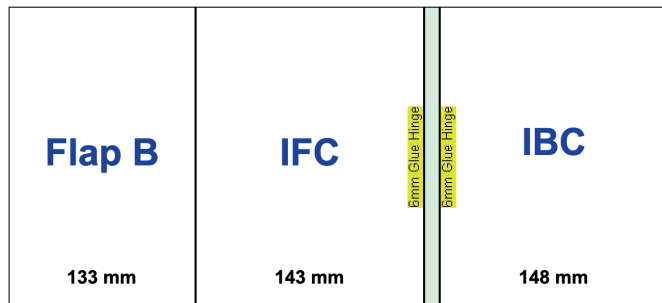
Size	Trim (mm)	Bleed (mm)	Type (mm)
Front cover advertisement	115 x 88		
Bound in card (provide as two separate full page PDFs)	148 x 210	154 x 216	138 x 200
Gatefold* (provide as separate full page PDFs)			
Ad page (IFC)	143 x 210	146 x 213	133 x 200
Flap A	133 x 210	136 x 213	123 x 200
Flap B	133 x 210	136 x 213	123 x 200
Bookmark wrapper/ Bellyband (130gsm)	356 x 100	359 x 103	

### \* Gatefold layout example



(spine width = 6.0 mm)

### Inner Pages (Page Height = 210 mm)



(spine width = 6.0 mm)

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