

# Guidelines in Practice Print Advert Specifications

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

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

**MGP Advert Specifications**

# Specials for *Guidelines in Practice*

Size	Trim (mm)	Bleed (mm)	Type (mm)
Bound in card (provide as two separate full page PDFs)	210 x 280	216 x 286	200 x 270
Gatefold (provide as separate full page PDFs)			
Ad page (IFC)	205 x 280	208 x 283	195 x 270
Flap A	202 x 280	205 x 283	192 x 270
Flap B	202 x 280	205 x 283	192 x 270
Barn door (130 gsm)	Specs available upon request		
Bookmark wrapper/ Bellyband (130 gsm)	Specs available upon request		
Bound outserts	420 x 120 (to be folded)	423 x 123	

## \* Gatefold layout example

280mm	OBC	OFC	Flap A
	210mm	205mm	202mm

## Inner pages

280mm	Flap B	IFC	IBC
	202mm	205mm	210mm

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