

Advertising Specifications



ONLINE SPECIFICATION

Top Banner 728px (wide) x 90px (high)

Head Button 180px (wide) x 90px (high)

Skyscraper 160px (wide) x 600px (high)

Button 180px (wide) x 150px (high)

MPU 300px (wide) x 250px (high)

EMAIL SPECIFICATION

Banner 728px (wide) x 90px (high)

Skyscraper 160px (wide) x 600px (high)

Sales Pod

- Header - Max. 50 characters
- Description - Max. 500 characters

FULL PAGE SPECIFICATION

Trim size: 297mm (high) x 210mm (wide)

Type area: 265mm (high) x 182mm (wide)

Bleed size: 303mm (high) x 216mm (wide)

FRONT COVER BANNER SPECIFICATION

Trim size: 40mm (high) x 199mm (wide)

Type area: 30mm (high) x 189mm (wide)

NO BLEED REQUIRED

BANNER SPECIFICATION

Trim size: 40mm (high) x 182mm (wide)

Type area: 30mm (high) x 172mm (wide)

NO BLEED REQUIRED

HALF PAGE SPECIFICATION

Trim size: 130mm (high) x 182mm (wide)

Type area: 110mm (high) x 162mm (wide)

NO BLEED REQUIRED

PLEASE TURNOVER FOR OUR FORMAT GUIDE ON ADVERTISING

ARTWORK THAT IS NOT SUPPLIED TO THESE SPECIFICATIONS MAY BE SUBJECT TO AMENDMENT CHARGES. WE WILL NOT ACCEPT RESPONSIBILITY FOR PRINT ERRORS WHERE THE ARTWORK HAS BEEN SUPPLIED INCORRECTLY.

Advertising Specifications



FORMAT: All advertising (not including Pods) must be submitted three business days prior to campaign launch. Creative placements must conform to specifications outlined. Elements not meeting specifications will be returned for revision, which may delay the launch date.

Third-party tags must be live at the time of submission to enable thorough testing before launch.

For Flash ads, an alternate image conforming to the designated GIF/JPG specifications must be provided for use in the event that the user's browser does not support the Flash version used. We assume that all ads submitted have been tested and optimised for all internet browsers, operating systems and mobile devices.

ACCEPTED FILE FORMATS: GIF and JPEG.

ANIMATION/LOOPING: Allowed but unlimited looping cannot exceed 30 seconds. In line with accessibility standards, content should not be provided which visibly or purposely flickers between 3 and 49 Hz (i.e. flashes more than twice per second) onto a page. The frame rate for files may not exceed 24 frames per second. 18 frames per second is preferred. **PLEASE NOTE: Some email systems don't support animation, so keep key information in frame one.**

INTERACTION: Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, simulate interactivity (i.e. drop down menus, search boxes, etc.) without that functionality actually existing. Ads cannot resemble Bailiwick Express content. Ads cannot mimic news headlines in design, tone, third-person sentence structure, or topic.

EMAIL: Artwork may only be emailed to studio@bailiwickpublishing.com

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FORMAT: Our preferred format is high resolution PDF files which should be supplied to the correct ad size as CMYK with fonts embedded and all elements set to 300dpi. Without complete colour proofs the publisher declines responsibility for colour accuracy.

We only accept artwork generated in the following design programmes; Adobe InDesign, Photoshop, Illustrator and Acrobat. We do not accept responsibility for any unwanted results from artwork originally generated in any other software packages.

BLEED: Artwork for all Full Page adverts must include a 3mm bleed on all sides. All text and images should be at least a further 8mm from the trim size.

COLOUR: Artwork should be completed and saved in CMYK process. We recommend that black is created with 100% Black, 40% Cyan. Any thin text or artwork will not print clearly if ink coverage is supplied too high.

SUPPLYING ARTWORK: We will not accept any responsibility if incorrect versions are printed when multiple versions have been supplied and no instructions have been given.

DESIGN: We offer a typesetting service and can create an advertisement for you if you provide us with pictures, logos, and text of what the advertisement should say. Please note that this will incur additional charges.

EMAIL: Artwork may only be emailed to studio@bailiwickpublishing.com if the file size is less than 10MB. All files over 10MB can be sent via www.mailbigfile.com