

Advertising Guidelines

General

All advertising enquiries should be directed to Chris Greenhalgh, Art Director.

If copy is submitted which is not in accordance with these guidelines, it will be assumed that you agree to the copy being edited as Cognitive Publishing sees fit. Any adverts received after the agreed deadline will not be accepted. Cognitive Publishing reserves the right to alter/refuse any submissions that do not meet the standards specified.

The copy deadline is documented on your signed order form.

In-house design

If we are designing your advert we require you to work to the following instructions:

*All text must be supplied as an attached Word file NOT in the body of an email

*All logos and images must be supplied at 300dpi as a high-res PDF, JPEG, TIFF, PNG or EPS

*The required resolution for photographs and logos is 300dpi.

If you need assistance with your advertising copy; our in house design team will be able to assist at a flat rate of **£995** per advert, irrespective of size.

Magazine advert copy

*All advertisement copy should be sent via email attachment, FTP site link or CD.

*Please ensure, where possible your copy has embedded fonts

Advert copy should be provided in any of the following formats:

- PDF (high resolution)
- jpeg or tiff

Minimum resolution: 300dpi

Print advert sizes & spec

Double Page Spread (DPS)

W: 432 x H: 303 mm

1/2 DPS

W: 432 x H: 146 mm

1/4 DPS

W: 432 x H: 82 mm

Full Page Bleed (3mm)

W: 216 x H: 303 mm

Full Page (trim)

W: 210 x H: 297mm (UK A4)

Half Page (landscape)

W: 184 x H: 122 mm

Half Page (portrait)

W: 88 x H: 260 mm

Quarter Page (landscape)

W: 184 x H: 60mm

Quarter Page (portrait)

W: 88 x H: 122 mm

Front cover art

We always advise clients to get their shots taken professionally. However, if taken on a standard digital camera, ensure the setting is at its highest resolution and that the camera is either on a tripod or solid surface to avoid camera shake.

Company logo preferably sent in as EPS format.

*Please note that all front cover artwork must comply with in-house style, and will

be subject to approval by the editor

Website advert sizes & spec

Wide banner

W: 468 x H: 60 pixels

Skyscraper

W: 114 x H: 396 pixels

Hot button

W: 146 x H: 146 pixels

MPU

W: 300 x H: 250 pixels

E-Newsletter advert sizes & spec

Wide banner

W: 468 x H: 60 pixels

Skyscraper

W: 160 x H: 600 pixels

MPU

W: 300 x H: 250 pixels

Solus e-mail shot

W: 600 x H: approx. 900 pixels (HTML 2.0)

Advert copy should be provided in any of the following formats;

- JPEG or GIF (banners) HTML 2.0 (eshots)
- Flash (not acceptable for e-newsletters)
- We cannot accept adverts from advertising systems
- We cannot implement javascript or source I.D tags

All advertisement copy should be sent via email attachment or CD.

Proofs

Proofs of adverts will only be provided when we have been asked to make changes to advert copy or have been asked to design a new advert. Please provide an email address or fax number so we can provide you with a proof to check and sign off.

All enquiries about advertising/artwork and these guidelines should be marked for the attention of **Chris Greenhalgh**, Art Director, at:

(All correspondence should include name of publication, issue for inclusion and contact details)

rail technology magazine

advert@railtechnologymagazine.com

public sector executive

advert@publicsectorexecutive.com or

national health executive

advert@nationalhealthexecutive.com

Send any CD's to:

Cognitive Publishing
Magazines That Mean Business
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Manchester
M3 2ER

Tel: + 44 (0)161 833 6320

Fax: + 44 (0)161 832 0571

Email: info@cognitivepublishing.com

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