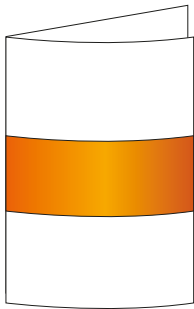
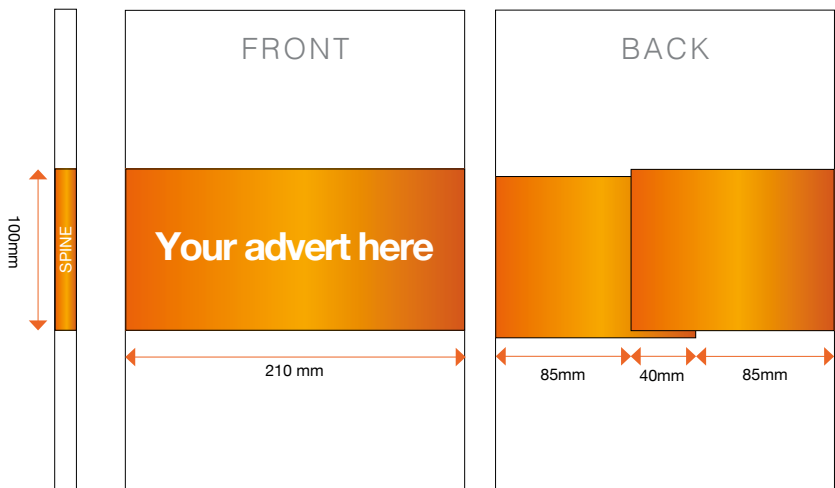


# BELLY BAND PRINT GUIDELINES

Send artwork to:  
[aaronk@cognitivepublishing.com](mailto:aaronk@cognitivepublishing.com)  
 Tel: 0161 833 6320

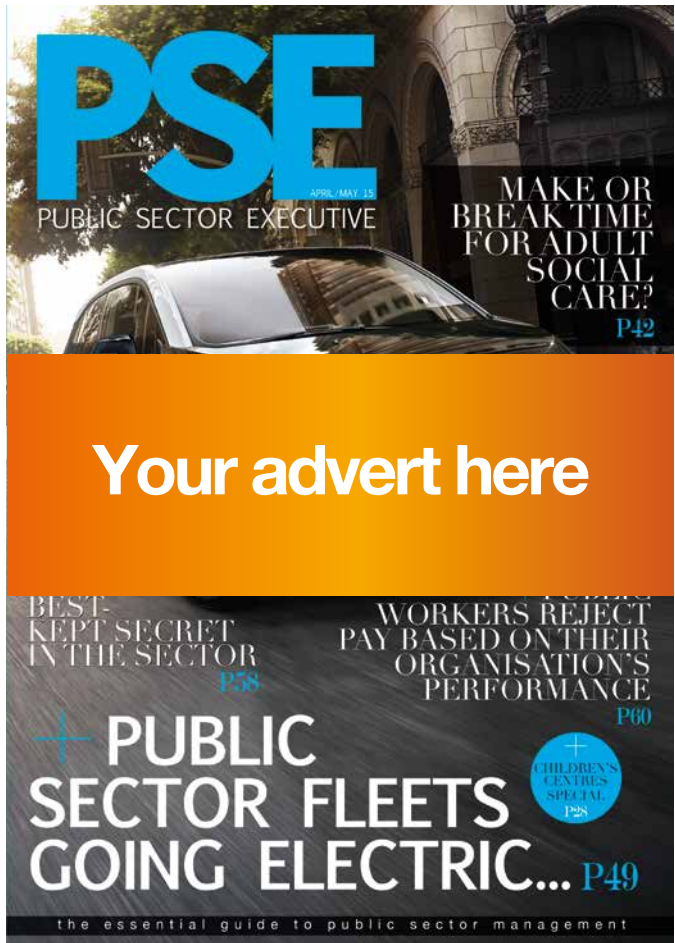


**Belly band**  
 Size: 520x100mm  
 Bleed: 3mm  
 Resolution: 300dpi  
 Colours: CMYK  
 Format: PDF/Jpeg/tiff

**Belly band size**  
 Artwork will be displayed on the front of the magazine, with your design continuing round the back, please use the size guide below to centralise any text or imagery on your design. There will be an overlapping area of 80mm. You can also use the reverse of the belly band for advertising if you wish.

Overlap area: 80mm (40mm each edge)  
 Total length of Belly band = 520mm

The Belly band will be adhered with Sellotape.

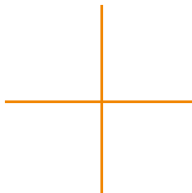
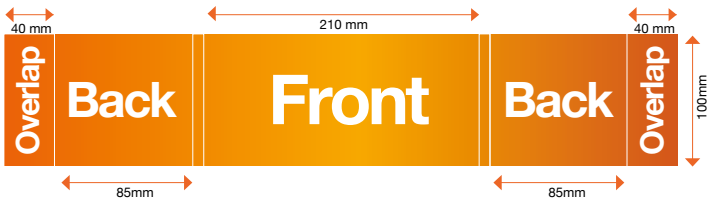


**Printing**  
 Please note, unless specifically organised at the time of your booking, it is your responsibility to get the Belly Band printed and supplied to our printers:

**If you are supplying your own printed artwork**  
 Please send us the artwork for approval before sending to your printers, belly band should be trimmed to the size shown and delivered to Pensord to be attached to the magazine. Please ensure you indicate which issue and magazine it is for.

**Pensord Printers**  
 Tram Road, Pontllanfraith, Blackwood NP12 2YA

**If you wish us to introduce you to our printers**  
 Quotes are available on request directly from our printers. For the latest prices please call us on 0161 833 6320. We still need to approve the artwork before printing, please supply as 1 piece of artwork using the below as a guide.



- Artwork check list**
- Exact size specified
  - No crop marks required
  - 3mm bleed
  - 300dpi
  - CMYK
  - Accepted formats: PDF/Jpeg/tiff
  - Artwork sent via email/ftp/file transfer service

**Contact details**  
 Art Director: Aaron Kelly  
 Email: [aaronk@cognitivepublishing.com](mailto:aaronk@cognitivepublishing.com)  
 Tel: 0161 833 6320  
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 Manchester M2 4WQ