

PRINT ADVERTISING GUIDELINES

Send artwork to:

aaronk@cognitivepublishing.com

Tel: 0161 833 6320

Print advert specifications

We do not require crop marks on any artwork. We only ask that the image is provided to the **exact** size. You may design your own keyline within this size if you wish, alternatively on adverts with white backgrounds, we apply a thin (.25pt) black keyline once inserted into the publication.

The half page and quarter page adverts do not require any bleed. For other print items, please submit using 3mm bleed as standard, unless otherwise stated.

- All advertisement copy should be sent via email attachment, FTP site link or CD.
- Please ensure where possible any fonts have been embedded.

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

- **PDF (high resolution)**
- **Jpeg or tiff**
- **Min res: 300 Dpi - CMYK colour mode**

In-house design (print and online)

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 300 dpi for print, 72 dpi for web.

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.

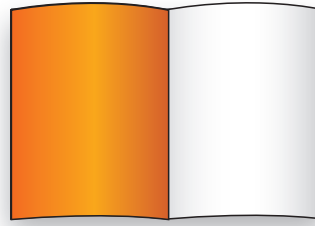
Proofs

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 so we can provide you with a proof to check and sign off.

Contact details

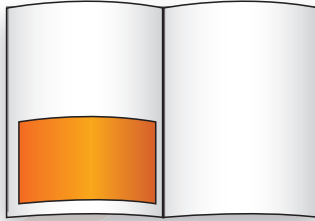
Art Director: Aaron Kelly
Email: aaronk@cognitivepublishing.com
Tel: 0161 833 6320

Cognitive Publishing
86 Deansgate
Manchester
M3 2ER



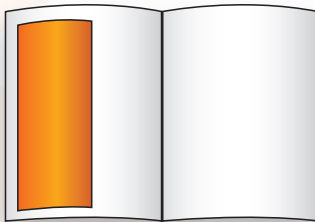
Full page

Size: 210x297mm
Bleed: 3mm
Resolution: 300dpi
Colours: CMYK
Format: PDF/Jpeg/tiff



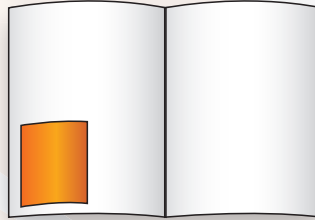
Half page horizontal

Size: 184x122mm
Bleed: no bleed required
Resolution: 300dpi
Colours: CMYK
Format: PDF/Jpeg/tiff



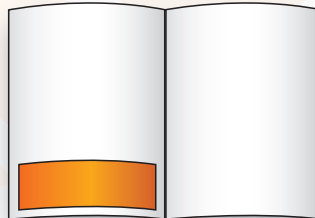
Half page vertical

Size: 88x260mm
Bleed: no bleed required
Resolution: 300dpi
Colours: CMYK
Format: PDF/Jpeg/tiff



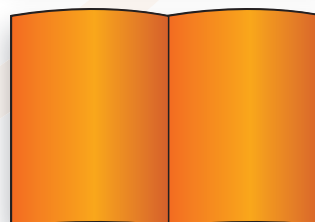
Quarter page vertical

Size: 88x122mm
Bleed: no bleed required
Resolution: 300dpi
Colours: CMYK
Format: PDF/Jpeg/tiff



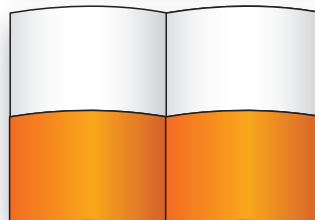
Quarter page horizontal

Size: 184x60mm
Bleed: no bleed required
Resolution: 300dpi
Colours: CMYK
Format: PDF/Jpeg/tiff



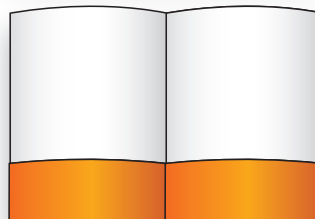
Double page spread (DPS)

Size: 420x297mm
Bleed: 3mm
Resolution: 300dpi
Colours: CMYK
Format: PDF/Jpeg/tiff



Half DPS

Size: 420x146mm
Bleed: 3mm
Resolution: 300dpi
Colours: CMYK
Format: PDF/Jpeg/tiff



Quarter DPS

Size: 420x82mm
Bleed: 3mm
Resolution: 300dpi
Colours: CMYK
Format: PDF/Jpeg/tiff