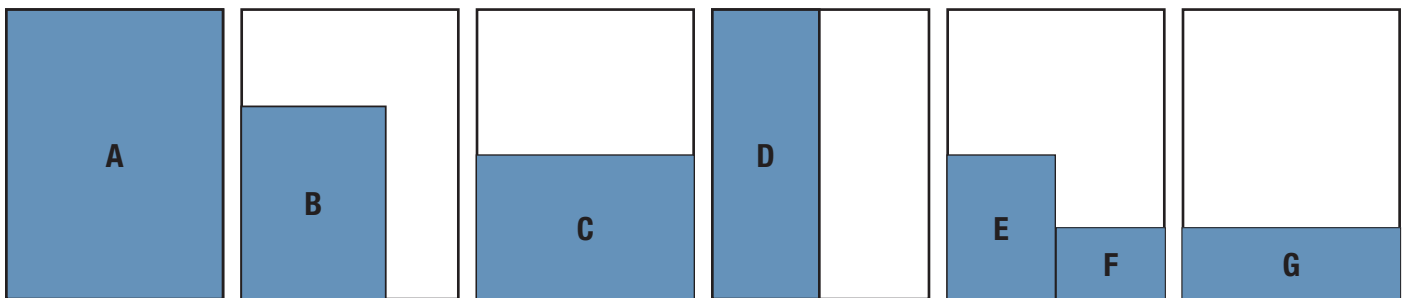


For communications professionals

WIRELESS

COMMUNICATIONS

ADVERTISEMENT PRODUCTION



Advertisement sizes

| Size | Width x height | Size with bleed |
|-----------------------------------|----------------|-----------------|
| <i>Double-page spread</i> | 420mm x 297mm | 426mm x 303mm |
| A > Full page | 210mm x 297mm | 216mm x 303mm |
| B > Junior page | 141mm x 200mm | 147mm x 206mm |
| C > 1/2 page horizontal | 190mm x 135mm | 196mm x 141mm |
| D > 1/2 page vertical | 93mm x 255 mm | 99mm x 261 mm |
| E > 1/4 page vertical | 93mm x 135mm | 99mm x 141mm |
| F > 1/8 page | 93mm x 66mm | 99mm x 72mm |
| G > 1/4 page horizontal | 190mm x 66mm | 196mm x 72mm |

File types

| | |
|-------------------------|--|
| Adobe PDF files: | High-res CMYK PDFs centred on page with minimum 3mm bleed all round. Include fonts if necessary |
| Source files: | InDesign or Photoshop files with all assets (images, fonts, colour profiles) sent separately |
| Image files: | EPS, JPG, TIFF files must be high resolution (300dpi minimum, 450 preferred). Include fonts if necessary |

Delivery

| | |
|-----------------------|---|
| Email: | Files up to 10Mb may be emailed to Kathy Moynihan at kathym@kadiumpublishing.com |
| File transfer: | Files larger than 10Mb should be uploaded to our FTP server (contact Kathy at the above address for details) or upload the file to your own FTP or cloud storage service and email us a download link as well as any login details that may be required to access the files |

Notes

Advert sizes: When preparing artwork, it is essential that it is produced to the correct size as per the table to the left. Bitmap files such as JPG or TIF must be set at 300 dots per inch or above, preferably 450

Bleed: Including 3mm of bleed on every side would be preferable, although if your artwork does not contain bleed, we can usually still make it fit although we may need to make small adjustments to the dimensions

Fonts: When sending vector formats such as TIFF, PDF or EPS, please either ensure that all fonts are embedded or all text has been converted to outlines. Alternatively, please send the font files separately. This is to ensure your advert prints as you intend it

File transfer: Files larger than 10Mb should be uploaded to our FTP server. You may use any standard FTP client (shareware ones include Fetch for Mac and Leech for PC). Please obtain the address and login details from Kathy at **kathym@kadiumpublishing.com**. Alternatively, Upload your files to an FTP or cloud service (free ones include Dropbox and WeTransfer) and send download details to Kathy at **kathym@kadiumpublishing.com**

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