

# Advertisement specifications



## Full page ad:

Trim size 275mm wide x 355mm high  
Bleed size 285mm wide x 365mm high  
Type area 255mm wide x 335mm high



5mm Bleed area



Trim area



Type area

5mm bleed required to all adverts that are to bleed off the page.

Bleed is not required for adverts that are type area only.

**Please DO NOT include crop marks or colour bars**

## Logos on the front cover

Please supply as:

- Adobe Illustrator (ai) – All text outlined
- High resolution PDF
- JPEG
- EPS
- Resolution – minimum 150dpi, maximum 300dpi

## Editorial images

High resolution jpeg – minimum 150dpi, maximum 300dpi

## Online advertising

Online Permanent Tile – Hot button:

Ad size: 130 x 130 pixels

Format: jpeg only, No animated GIFs.

Online Horizontal Flash Banner:

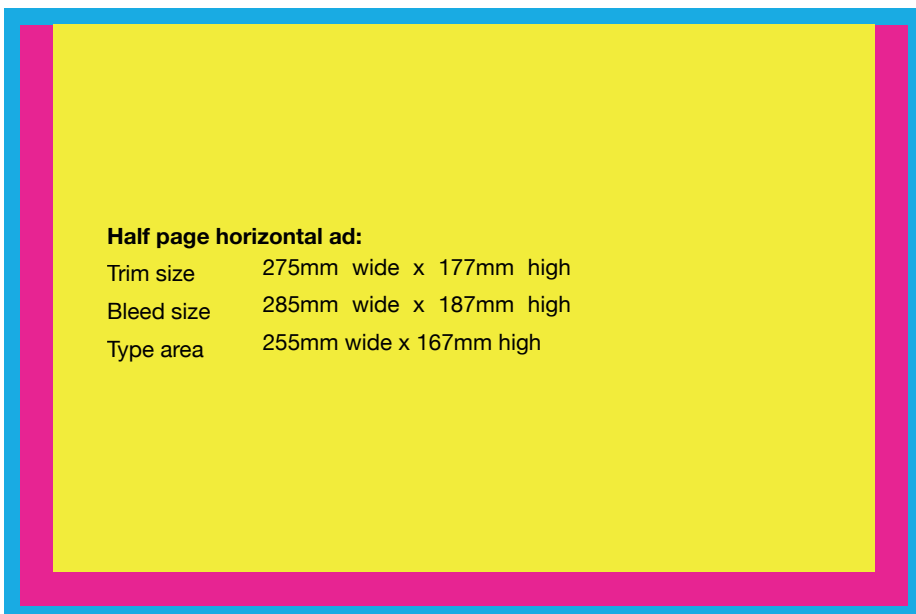
Ad size: 728 x 90 pixels.

Format: jpeg for your banner ad.

A final URL should also be supplied which we will use as the click through link.

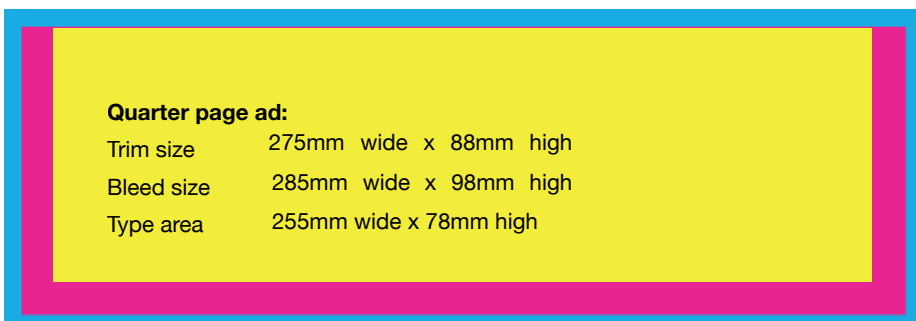
For animated banners, these should be supplied in .GIF format, as many browsers now automatically block flash content due to the security vulnerability. If you must supply your animated banner as an SWF flash file, then we will use it, but we cannot be held responsible for it not being shown in the users browser, therefore we recommend the .GIF format instead.

Maximum file size should not exceed 200kb wherever possible as this may delay the banner loading in.



## Half page horizontal ad:

Trim size 275mm wide x 177mm high  
Bleed size 285mm wide x 187mm high  
Type area 255mm wide x 167mm high



## Quarter page ad:

Trim size 275mm wide x 88mm high  
Bleed size 285mm wide x 98mm high  
Type area 255mm wide x 78mm high



Production Manager: Jason Taylor  
Email: [production@medicalhealthltd.com](mailto:production@medicalhealthltd.com)  
Production Tel: + 44 (0) 1252 617050  
Office Tel: + 44 (0) 203 283 8199  
E: [info@medicalhealthltd.com](mailto:info@medicalhealthltd.com)  
W: [www.medicalhealthltd.com](http://www.medicalhealthltd.com)