

Advertisement specifications



10mm Bleed area

Trim area

Type area

10mm 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 300dpi

Editorial images

High resolution jpeg – minimum 300dpi

Online advertising

Online Permanent Tile – Hot button: Ad size: 130 x 130 pixels
Format: jpeg only, No animated GIFs.

Online Skyscraper Banner:

Ad size: 120 pixels wide x 600 pixels tall
Format: static jpeg or animated GIFs.

Online Horizontal Banner:

Ad size: 728 x 90 pixels.
Format: static jpeg or animated GIFs.

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.

To feature Video clips on The Healthy Pet Guide Website, Please supply the full video URL link for YouTube or Vimeo. <https://www.youtube.com/watch?etc>. If there is a Headline and editorial description you wish to feature, please also send this as copy, along with that link.



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

Full page ad:

Trim size: 275mm wide x 335mm high

Bleed size: 295mm wide x 355mm high

Type area: 255mm wide x 315mm high

Please keep all text, logos and important images within the type area this allows a minimum of 10mm space from the trim edge of your advert

Half page horizontal ad:

Trim size: 275mm wide x 162mm high

Bleed size: 295mm wide x 182mm high

Type area: 255mm wide x 142mm high

Please keep all text, logos and important images within the type area this allows a minimum of 10mm space from the trim edge of your advert

Quarter page ad:

Trim size: 275mm wide x 83mm high

Bleed size: 295mm wide x 103mm high

Type area: 255mm wide x 63mm high

Please keep all text, logos and important images within the type area this allows a minimum of 10mm space from the trim edge of your advert