



# ADVERTISING SPECIFICATIONS

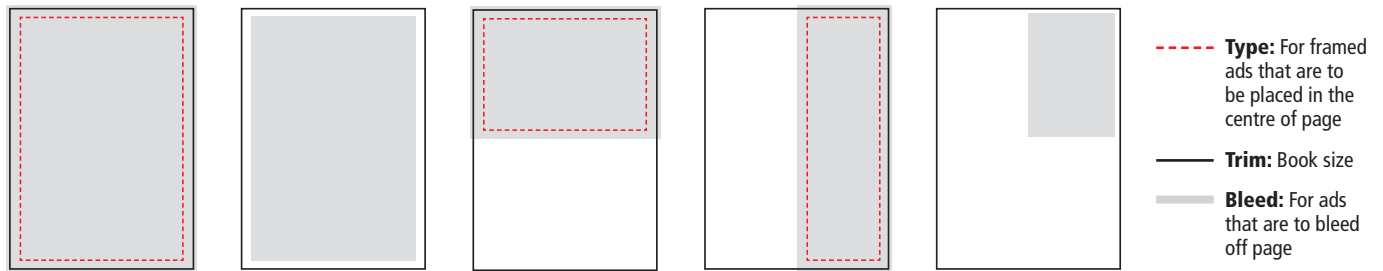
## DISPLAY ADVERTS

**Please note: all measurements are in millimetres (width x height)**

All artwork to be supplied as a press quality PDF (compatible with Acrobat 4): All fonts must be postscript and embedded; all colours to be CMYK. Please ensure that any registration marks appear outside of the trim area.

Please deliver artwork to [celia@sng-publishing.co.uk](mailto:celia@sng-publishing.co.uk)

### SPARKS BOOK (ANNUAL): Trimmed page size 148 x 210



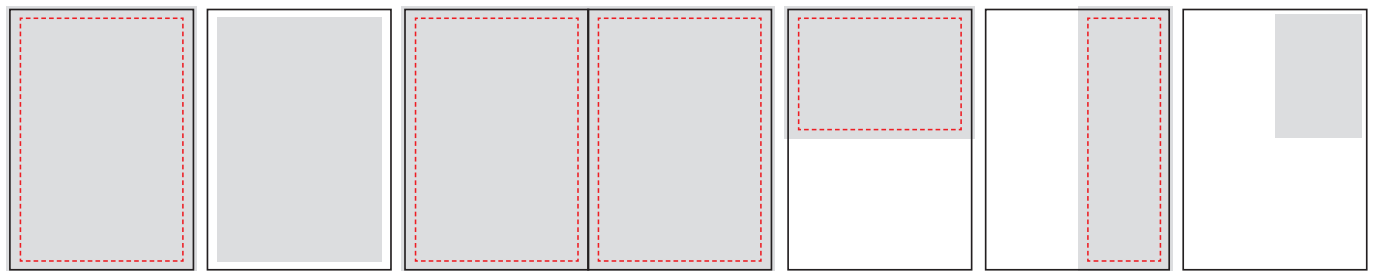
Full page - bleed <b>Type:</b> 124 x 190 <b>Trim:</b> 148 x 210 <b>Bleed:</b> 154 x 216	Full page - framed <b>Type:</b> 124 x 190 <b>Trim:</b> 148 x 210	Half page horizontal <b>Type:</b> 124 x 85 <b>Trim:</b> 148 x 105 <b>Bleed:</b> 154 x 111	Half page vertical <b>Type:</b> 60 x 196 <b>Trim:</b> 74 x 210 <b>Bleed:</b> 80 x 216	Quarter page <b>Type:</b> 58 x 89 <b>Trim:</b> 68 x 99
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**Please Note:**

For adverts booked for inside front cover / inside back cover, type dimensions will be 118 x 190 (trim and bleed as above).  
For the outside back cover advert, type dimensions will be 128 x 190 (trim and bleed as above).

**IMPORTANT: All text needs to be contained within the type area dimensions listed above.**

### SPARKS MAGAZINE (3 TIMES A YEAR): Trimmed page size 210 x 297



Full page - bleed <b>Type:</b> 186 x 277 <b>Trim:</b> 210 x 297 <b>Bleed:</b> 216 x 303	Full page - framed <b>Type:</b> 186 x 277 <b>Trim:</b> 210 x 297	DPS - bleed <b>Type:</b> 372 x 277 <b>Trim:</b> 420 x 297 <b>Bleed:</b> 426 x 303	Half page horizontal <b>Type:</b> 186 x 128 <b>Trim:</b> 210 x 148 <b>Bleed:</b> 216 x 154	Half page vertical <b>Type:</b> 85 x 277 <b>Trim:</b> 105 x 297 <b>Bleed:</b> 111 x 303	Quarter page <b>Type:</b> 88 x 130 <b>Trim:</b> 98 x 140
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**Please Note:**

For adverts booked for inside front cover / inside back cover, type dimensions will be 180 x 277 (trim and bleed as above).  
For the outside back cover advert, type dimensions will be 190 x 277 (trim and bleed as above).

**IMPORTANT: All text needs to be contained within the type area dimensions listed above.**

For double page spreads, artwork can be supplied as one document or as two separate full pages. Please take into account the gutter when setting advert. Full page framed adverts should be set to type dimensions - **DO NOT** set to trim dimensions or the frame will be lost when the book / magazine is trimmed to size.

- **Type:** For framed ads that are to be placed in the centre of page
- **Trim:** Mag. size
- **Bleed:** For ads that are to bleed off page

## ADVERTORIAL SPEC

Please supply 650 words, 5 questions and 4 high resolution images.

## POSTER ADVERT

Adverts for inclusion on the A1 Sparks poster are to be set to 130mm wide x 30mm high

All artwork to be supplied as a press quality PDF (compatible with Acrobat 4): All fonts must be postscript and embedded; all colours to be CMYK. Please ensure that any registration marks appear outside of the trim area.



# ADVERTISING SPECIFICATIONS

## ONLINE ADVERTS

### **Please note: all measurements are in pixels (width x height)**

Artwork to be supplied as a gif, jpg or Flash file. Animation is limited to a maximum of 3 loops and 30 seconds.

**Full banner:** 468 x 60                      max file size: 40kb

**Skyscraper:** 120 x 600                      max file size: 40kb

**Box:** 120 x 120                              max file size: 15kb

Please deliver artwork to [celia@sng-publishing.co.uk](mailto:celia@sng-publishing.co.uk)