



ADVERTISING SPECIFICATIONS

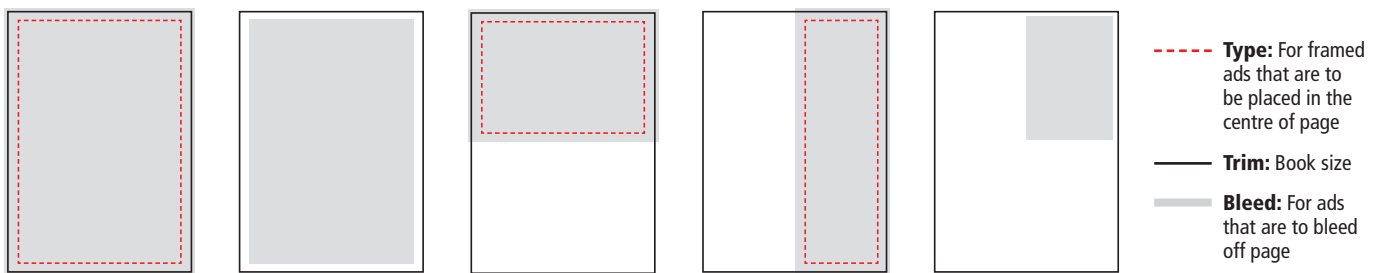
DISPLAY ADVERTS

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

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



Full page - bleed

Type: 124 x 190
Trim: 148 x 210
Bleed: 154 x 216

Full page - framed

Type: 124 x 190
Trim: 148 x 210

Half page horizontal

Type: 124 x 85
Trim: 148 x 105
Bleed: 154 x 111

Half page vertical

Type: 60 x 196
Trim: 74 x 210
Bleed: 80 x 216

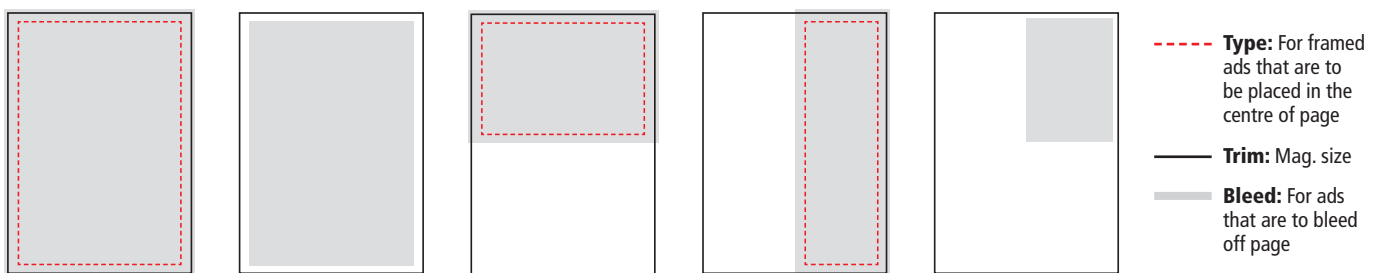
Quarter page

Type: 58 x 89
Trim: 68 x 99

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).

SPARKS MAGAZINE (TWICE A YEAR): Trimmed page size 210 x 297



Full page - bleed

Type: 186 x 277
Trim: 210 x 297
Bleed: 216 x 303

Full page - framed

Type: 186 x 277
Trim: 210 x 297

Half page horizontal

Type: 186 x 128
Trim: 210 x 148
Bleed: 216 x 154

Half page vertical

Type: 85 x 277
Trim: 105 x 297
Bleed: 111 x 303

Quarter page

Type: 88 x 130
Trim: 98 x 140

'TEST YOUR KNOWLEDGE' Banner advert:

For adverts booked for insertion along the bottom of the Test Your Knowledge section, dimensions will be:
Type: 186 x 40 **Trim:** 210 x 50 **Bleed:** 216 x 56

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: For double page spreads, please supply artwork as two separate full pages. 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.



ADVERTISING SPECIFICATIONS

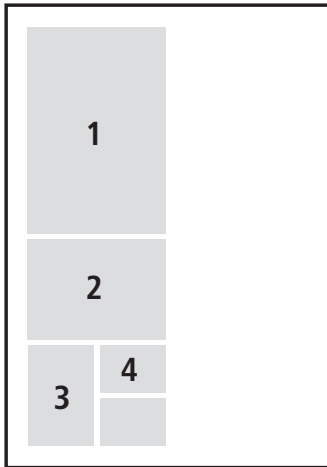
CLASSIFIED ADVERTS

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

Complete 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.

For artwork that requires setting, please supply required text, 1-2 high resolution images (300dpi), logo and contact details. These will be used to best fit booked advert dimensions. A proof of the advert will be supplied prior to publication. The rate card price includes a maximum of two sets of amendments and new proofs. Any further changes will be charged accordingly.

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SPARKS MAGAZINE (TWICE A YEAR)

Trimmed page size 210 x 297

1. 1/4 page dimensions: 88 x 131.5
2. 1/8 page dimensions: 88 x 63.75
3. 1/16 page dimensions: 42 x 63.75
4. 1/32 page dimensions: 42 x 30

Classified adverts are included in the **Training** and **Products & Services** sections. Please specify at time of booking the preferred section.



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

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