

Advert copy guidelines | Tech spec

GENERAL

All correspondence should include the following information:

- name of publication
- issue for inclusion
- contact details

All advertising enquiries should be directed to **Chris Greenhalgh**, Art Director.

If copy is submitted which is not in accordance with these guidelines, it will be assumed that you agree to the copy being edited as Cognitive Publishing sees fit. Any editorial copy or adverts received after the agreed deadline will not be accepted. Cognitive Publishing reserves the right to alter/refuse any submissions that do not meet the standards specified. The copy deadline is documented on your signed order form.

IN-HOUSE DESIGN

If we are designing your advert we require you to work to the following instructions:

- All text **must** be supplied as an attached Word file NOT in the body of an email
- All logos and images **must** be supplied at 300dpi as a high-res PDF, JPEG, TIFF, PNG or EPS

The required resolution for photographs and logos is 300dpi.

MAGAZINE ADVERT COPY

All advertisement copy should be sent via email attachment or compact disk.

- Please ensure, where possible your copy has embedded fonts

Advert copy should be provided in any of the following formats:

- **PDF** (high resolution)
- jpeg or tiff

Minimum resolution: **300dpi**

SIZE SPECIFICATIONS

Double Page Spread (DPS)

W: 432 x H: 303 mm

1/2 DPS

W: 432 x H: 146 mm

1/4 DPS

W: 432 x H: 82 mm

Full Page Bleed (6mm)

W: 216 x H: 303 mm

Full Page (A4)

W: 210 x H: 297mm

Half Page (landscape)

W: 184 x H: 122 mm

Half Page (portrait)

W: 88 x H: 250 mm

Quarter Page (landscape)

184mm wide x 57mm high

Quarter Page (portrait)

W: 88 x H: 122 mm

ONLINE ADVERT SIZES

All advertisement copy should be sent via email attachment or compact disk.

Advert copy should be provided in any of the following formats
high-res PDF, JPEG, TIFF, GIF or EPS
• Flash (Flash files are not acceptable for e-newsletters)

All advertisement copy should be sent via email attachment or CD

Wide banner

360 x 60 pixels

Skyscraper

114 x 396 pixels

Please observe either of the above sizes for e-newsletter adverts

Hot button

146 x 146 pixels

PROOFS

Proofs of adverts will only be provided when we have been asked to make changes to advert copy or have been asked to design a new advert. Please provide an email address or fax number so we can provide you with a proof to check and sign off.

FRONT COVER IMAGES

We always advise clients to get their shots taken professionally. However, if taken on a standard digital camera, ensure the setting is at its highest resolution and that the camera is either on a tripod or solid surface to avoid camera shake.

Rail Technology Magazine

Send all advert copy to:
advert@railtechnologymagazine.com

National Health Executive

Send all advert copy to:
advert@nationalhealthexecutive.com

Public Sector Executive

Send all advert copy to:
advert@publicsectorexecutive.com

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