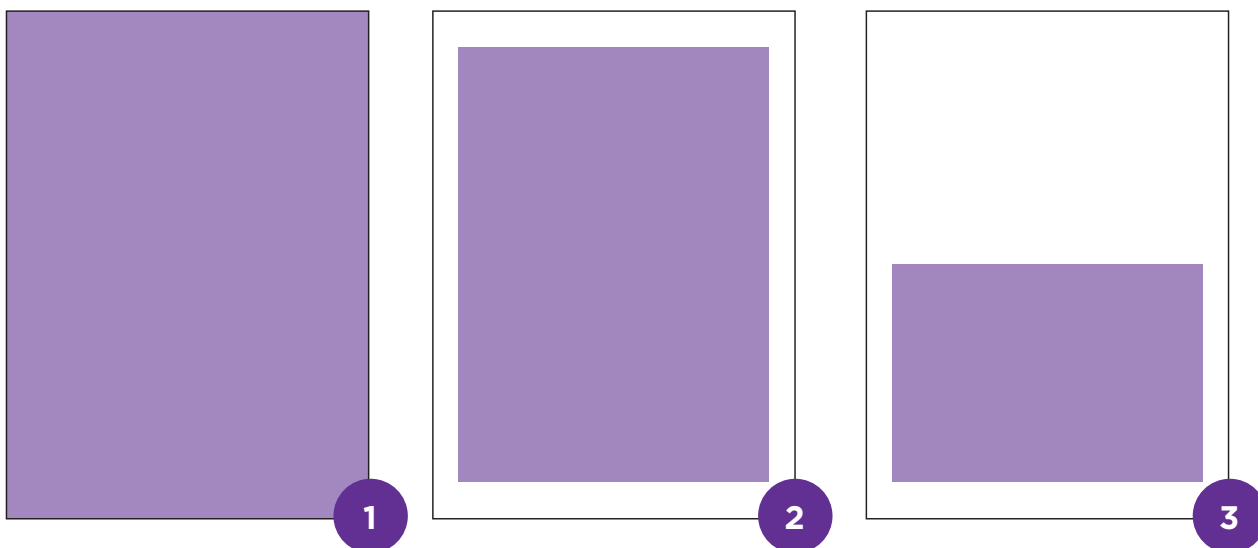


Advertising Specifications for IPPN EXPO GUIDE

ADVERT SIZES AND MECHANICAL REQUIREMENTS

1. Covers and full page - Bleed size: 214mm x 301mm (allowing 2mm trim all around)
2. Regular full page size - Mechanical requirements: 190mm x 277mm
3. 1/2 page horizontal - Mechanical requirements: 190mm x 134.5mm



ADVERTISING SPECS FOR PRINT ADVERTS

Preferred file format

- High resolution PDF with cropmarks and bleed

File types accepted

- High resolution PDF
- High resolution JPEG or TIFF (300dpi at actual size).
- Indesign files with Links and Fonts supplied

Please remember

- Colour must be CMYK format, not Pantone or RGB
- JPEG files must be 300dpi
- TIFF files – photos must be 300dpi; line drawings must be bitmap images and at least 1200dpi.

Advertisers should be aware that not all output devices are calibrated the same. Thus the final advert may vary slightly from your supplied file in terms of colour, typeface or formatting. We cannot always control these variations and will not be held responsible if they occur.

FOR MAKE-UP ADVERTS

Make-up advert costs must be negotiated separately with the designer who will then confirm their requirements. However adverts requiring a proof must be submitted at least 2 weeks prior to the advertising closing date.

For more details please contact Sarah McNamara at the IPPN National Support Office
Tel: **+353 (0)21 4824074** or email: sarah.mcnamara@ippn.ie