

# 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 150dpi, maximum 300dpi

### Editorial images

High resolution jpeg – minimum 150dpi, maximum 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 Allergy + FreeFrom 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.

**HealthyLife** MEDIA  
*For your health and wellbeing*

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W: [www.healthylifemedia.co.uk](http://www.healthylifemedia.co.uk)

### 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 142 mm 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