

# B24/7

# Advert specifications

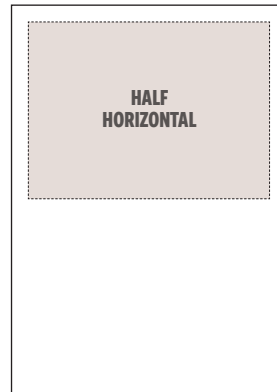
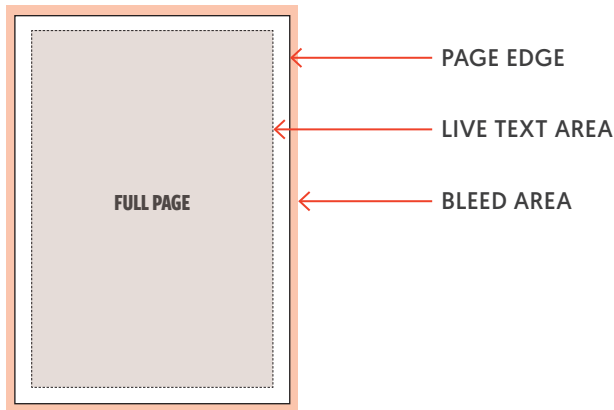
## For a full page ad:

**width 270mm x height 350mm**

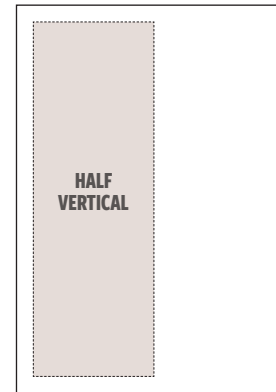
All full page artwork must be supplied with bleed (5mm on all 4 sides). Artwork therefore **MUST** be supplied to us as: **width 280mm x height 360mm.**

Please keep all text 15mm away from the trimmed page edge. The live text area therefore is:

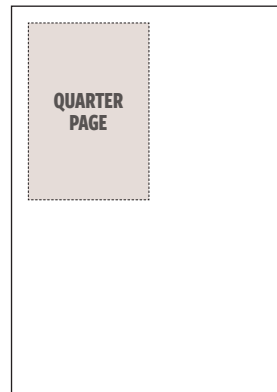
**width 240mm x height 322mm.**



**Half horizontal:**  
w240mm x h145mm



**Half vertical:**  
w118mm x h296mm



**Quarter:**  
w118mm x h146mm

Please supply the artwork as a high resolution PDF or jpeg. If you intend supplying as a PDF please make sure all fonts are embedded, and that any images used are CMYK.

## Online:

### Leader banner (pixels)

**Web:** w728 x h90

**Mobile:** w300 x h37

**Super MPU:** w300 x h600

**MPU:** w300 x h250

### Newsletter Sponsorship

**banner:** w600 x h62

MAXIMUM FILE SIZE 250K