

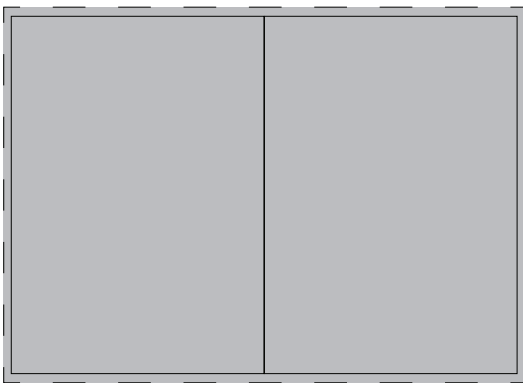


Advertising - Technical Spec

Please ensure that all designs are in PDF/X format and meet the following specifications:

- CMYK Colours
- CMYK images of at least 300dpi
- Embedded fonts
- Flattened images
- PDF format

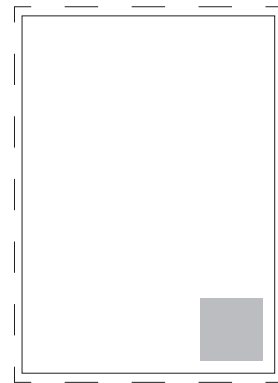
Double Page Spread - Full Bleed



Full Page - Full Bleed

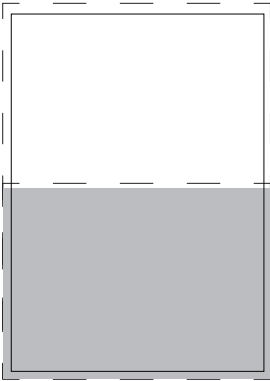


Directory Listing

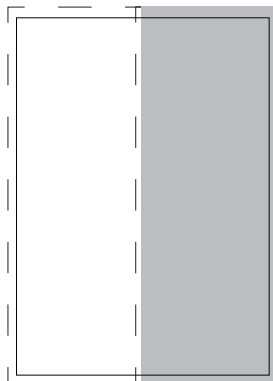


Half Page - Full Bleed

Horizontal

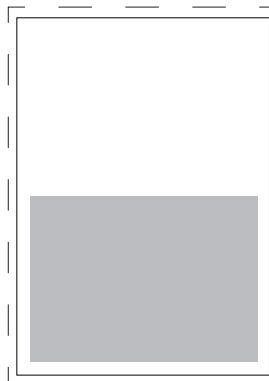


Vertical

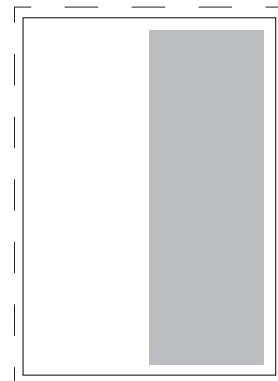


Half Page

Horizontal

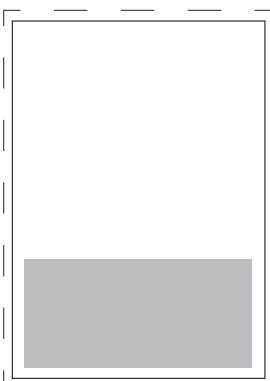


Vertical

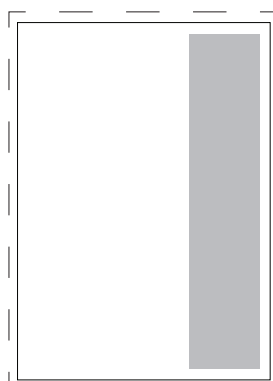


Third Page

Horizontal

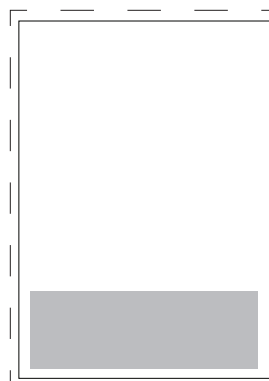


Vertical

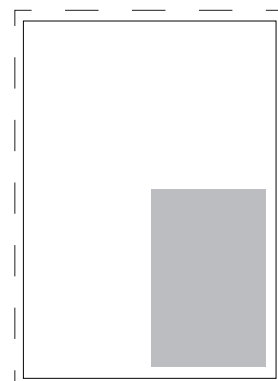


Quarter Page

Horizontal



Vertical



All measurements are height x width and in millimetres

Description	Image Area (mm)	Bleed Area (mm)	Live Matter Area (mm)*
Double Page Spread - Full Bleed**	297 x 420	303 x 426	287 x 410
Full Page - Full Bleed	297 x 210	303 x 216	287 x 200
Inside Back Page - Full Bleed	See full page		
Inside Front Cover - Full Bleed	See full page		
Outside Back Cover - Full Bleed	See full page		
Half Page - Full Bleed			
Horizontal	140 x 210	146 x 216	130 x 200
Vertical	297 x 100	303 x 106	287 x 100
Half Page - With Border			
Horizontal	132 x 185		
Vertical	270 x 90		
Third Page - With Border			
Horizontal	85 x 185		
Vertical	270 x 59		
Quarter Page - With Border			
Horizontal	63 x 185		
Vertical	132 x 90		
Directory Listing	43 x 43		

* Please be aware that there is a 'live' area on full bleed adverts. Therefore please ensure that any important information (text, logos etc) is within the 'Live Matter Area' where specified above.

** Please allow 20mm in total at the spine (10mm on each bound side)

Any adverts sent to XU Magazine that do not meet these specifications will be rejected and changes will be requested. All amendments must still meet the advertising deadline.

Any non CMYK files sent to us (eg. RGB) may result in discolouration due to changes when converted to CMYK. Should this happen, XU Magazine cannot be held responsible for any errors that may occur when printed.