

# Instructions and sizes for advertisements

Ad Size	Width	Height
Full page (A4) - vertical	21 cm (8.27")	29.7 cm (11.69")
1/2 page (A5) - horizontal	21 cm (8.27")	14.8 cm (5.83")
1/4 page - vertical - no bleed	9.24 cm (3.6")	13 cm (5.1")

Please submit your artwork as a press-quality PDF file, 300 dpi, fonts embedded.

## Ad Size / Trim

Ad size or trim is the final dimension of the advertisement listed in the table above.

## Bleed

Please add at least 5 mm bleed to your advertisement. To prevent an unwanted white border from showing at the edge of your ad, be sure to extend any background colours, design elements or pictures all the way to the bleed line.

## Safe Area

The safe area are borders that are definitely inside the advertisements. Please remember to keep all important information like names, contact details and logos within that safe area - about 1 cm - to ensure that they are not cut off by the binding.

## Images

Any image you plan to use should have approximately 300 dpi at 100% output size.

Any questions? Please contact [rebecca.bundschuh@setac.org](mailto:rebecca.bundschuh@setac.org)

