

Cotton Outlook Advertisement Specifications

Size

Front cover panel - 110mm wide x 148mm deep

Inside panel (inside front or outside rear on request) – 110mm wide x 148mm deep

Half page – 140mm wide x 100mm deep

Quarter page – 70mm wide x 100mm deep

Eighth page – 70mm wide x 50mm deep

Specifications:

Software Packages: Quark Express 8.1, Adobe Photoshop CS4, Adobe Illustrator CS4, Adobe InDesign CS4 (*All to be Apple Macintosh compatible if possible but not essential*).

Pictures:

Please include all scans and pictures to high resolution - 300 pixels per inch (embedded compressed files not acceptable).

Fonts:

Supply all screen and printer fonts or convert fonts to outline.

Standalone Files:

PDF: If supplying a PDF it must be high in resolution and press optimised.

Tiff, JPEG, BMP, PSD, EPS: resolution at 100% must be at least 300 pixels per inch

Delivery Methods for High Resolution Files:

Online file share sites such as 'DropBox' or email to advertising@cotlook.com

Artwork:

The publishers will undertake on request the preparation of rough and finished artwork, layouts etc. for a small additional fee.

Banners:

Leader board banner on the www.cotlook.com site – mechanical details: 1200 width x 200 depth pixels

Side banner on the www.cotlook.com site – 400 width x 200 depth (depth extendable)