

Print guidelines

- Please supply all material as a high resolution PDF.
- All images should be 300dpi at print dimensions and all fonts should be embedded.
- If you require guaranteed colour reproduction accuracy please supply a hard copy proof.
- A keyline will be added around adverts that appear on the same page as others unless specifically requested
- Double page and full page adverts bleed off the page – note the dimensions below

Dimensions

DOUBLE PAGE SPREAD

Please supply as
two separate pages
of 210 x 280mm plus 3mm bleed on
each edge for a total of
216 x 286mm

FULL PAGE

210 x 280mm plus
3mm bleed on each
edge for a total of
216 x 286mm

HALF PAGE 180 x 117mm

HALF PAGE VERTICAL 83 x 250mm

QUARTER PAGE 180 x 51mm

Digital guidelines

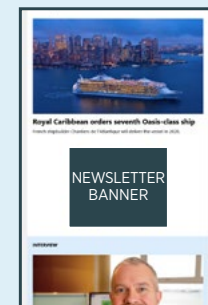
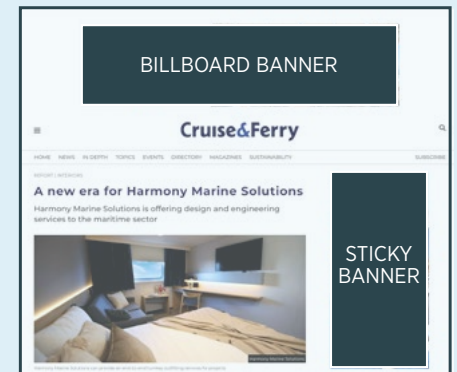
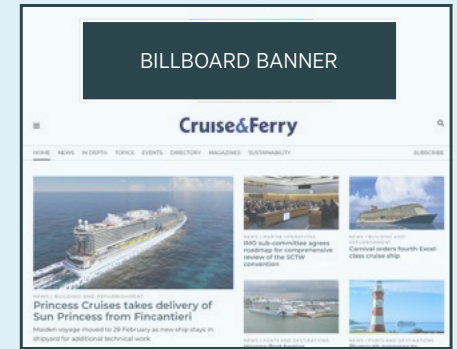
- For home page and article **billboard banner** advertisement artwork, please supply files at both 970 x 250 pixels and (for optimal display on mobile devices) 300 x 250 pixels.
- For **sticky banner** advertisement artwork please supply files at 300x600 pixels.
- File formats can be GIF, JPG or PNG, and up to 1MB in size.
- Please advise the required destination URL, or embed within the artwork.
- All Cruise & Ferry digital advertising is served using Google Ad Manager.

Newsletter advertisements

- For **newsletter banner** artwork, please supply files at 300 x 250 pixels.
- File formats can be GIF, JPG or PNG format, and up to 250KB in size.

Video content

The video should already be hosted on a platform such as YouTube, Vimeo or Wistia. As such, please simply provide the url for your hosted video.



Please send **artwork for printed advertisements** to Stuart Fairbrother (stuart.fairbrother@tudor-rose.co.uk) by the deadline you have been given.

Send **artwork for digital advertisements** to your *Cruise & Ferry* account manager at least three days in advance of the start of your campaign.

For help in creating advertisement material, contact Toby Ingleton (toby.ingleton@tudor-rose.co.uk) for information about our **artwork creation service**.