# Cruise&Ferry

# Advertisement specifications

## 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 you specifically request otherwise.
- 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**
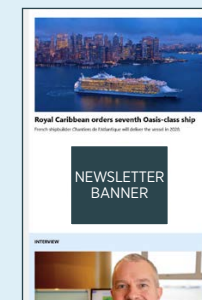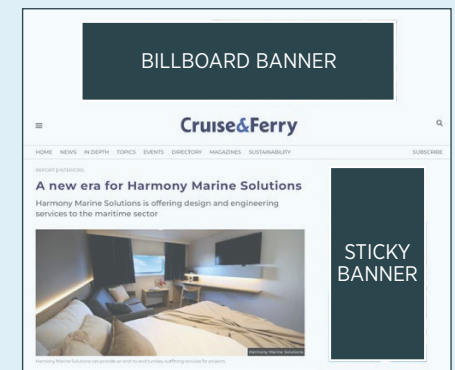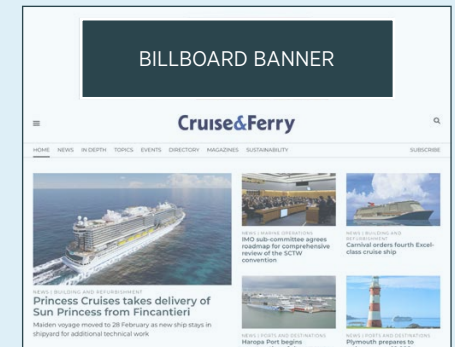
**QUARTER PAGE**
180 x 51mm

## Digital guidelines

- For homepage 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. Please simply provide the url for your hosted video.