Print advertisement specifications

Cruise&Ferry

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.

Advertisement dimensions

- Double page advert: Please supply as two seperate pages of 210 x 280mm plus 3mm bleed on each edge for a total of 216 x 286mm.
- Full page advert: 210 x 280mm plus 3mm bleed on each edge for a total of 216 x 286mm.
- Half page advert: 180 x 117mm.
- Half page vertical: 83 x 250mm.
- Quarter page: 180 x 51mm.

Double page

280mm | 210mm | 280mm | 210mm

(plus 3mm bleed)

Full page

280mm | 210mm

(plus 3mm bleed)

Half page landscape

117mm | 180mm

Half page vertical

250mm | 83mm

Quarter page

180mm | 51mm
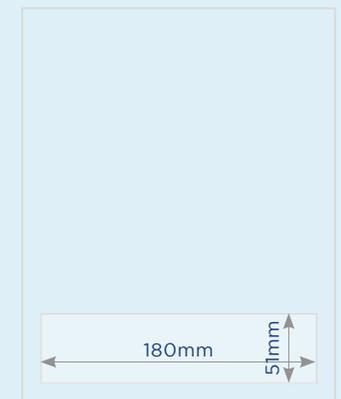
Please send **artwork for printed advertisements** to Stuart Fairbrother (stuart.fairbrother@tudor-rose.co.uk) by the deadline you have been given.
If you require help creating advertisement material, contact Toby Ingleton (toby.ingleton@tudor-rose.co.uk) for information about our **artwork creation service**.

Digital advertisement specifications

Cruise&Ferry

Digital guidelines

- For homepage and article **billboard banner** advertisement artwork, please supply files at 970 x 250 pixels (for large screens) and 300 x 250 pixels (for small mobile devices).

- For **sticky sidebar** advertisement artwork, please supply files at 300 x 600 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.

Important notes regarding website artwork:

The pixel dimensions detailed above are suitable for standard resolution screens, but we recommend supplying artwork in three sizes to optimise display on higher resolution screens:

- Billboards: 970 x 250px, 1455 x 375px and 1940 x 500px.

- Billboards (on small devices): 300 x 250px, 450 x 375px and 600 x 500px.

- 'Sticky' sidebar: 300 x 600px, 450 x 900px and 600 x 1200px.

Please prepare all digital advertisement artwork at 72 dpi resolution.

Newsletter advertisements

- For **newsletter banner** artwork, please supply files at 300 x 250px.

- File formats can be GIF, JPG or PNG format, and up to 250KB in size.

Home page billboard

Newsletter banner

Article page billboard

Article page 'sticky' sidebar
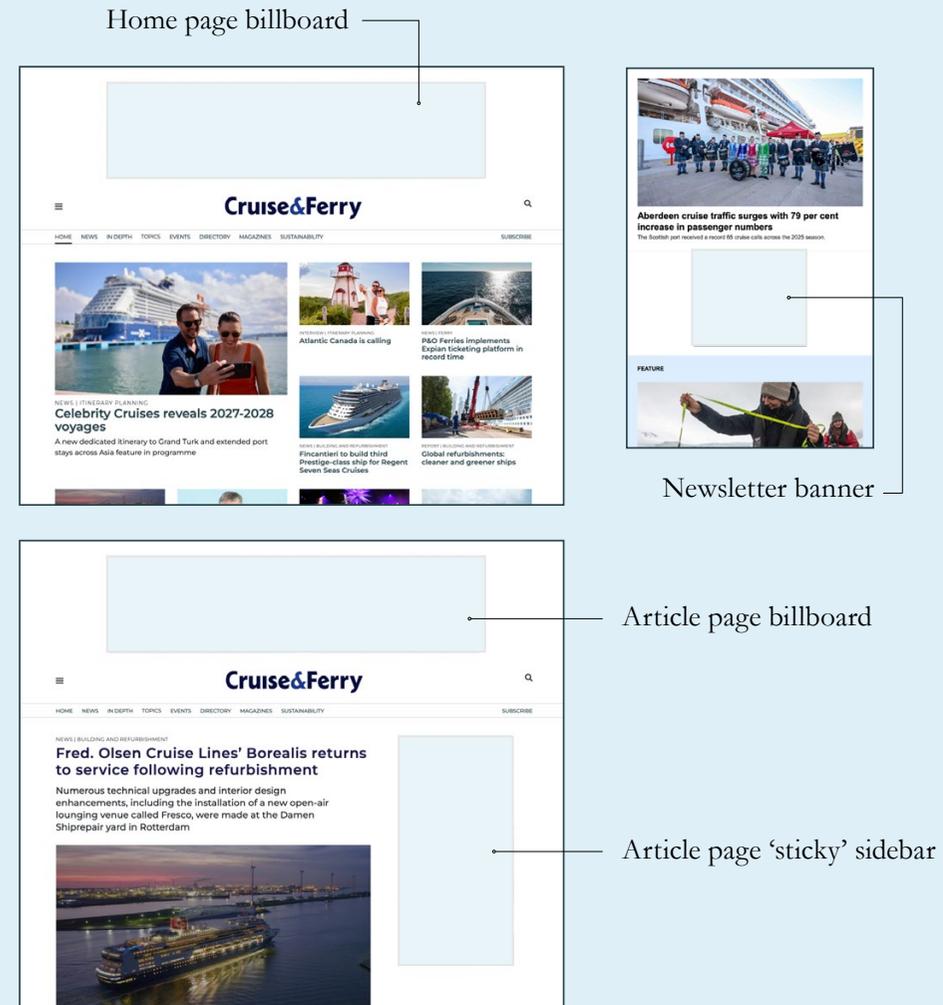
Send **artwork for digital advertisements** to your *Cruise & Ferry* account manager at least three days in advance of the start of your campaign.
If you require help creating advertisement material, contact Toby Ingleton (toby.ingleton@tudor-rose.co.uk) for information about our **artwork creation service**.