



# Variety - the Children's Charity 2017 World Conference Journal Advert Specifications

(all sizes listed W x H)

**Printing specifications:** The Journal is trimmed at 9.5" x 9.5" and perfect bound with an allotted 0.5" gutter between pages.

**Full Pages:** Please keep type half an inch away from the edges of the page. For a full page bleed, please add .125" bleed on all sides beyond actual trim size.

- Please allow .25" minimum around all edges for Live/Safe Area.

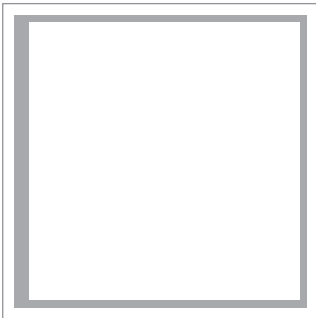
**Preferred File Format:**

Adobe Acrobat PDF - Please set image compression to JPEG, set downsampling to 300 dpi and include Bleed area if applicable.

Native design files are accepted from Adobe InDesign, Photoshop or Illustrator. Please execute a "File>Package" and compress the folder to a ZIP file.

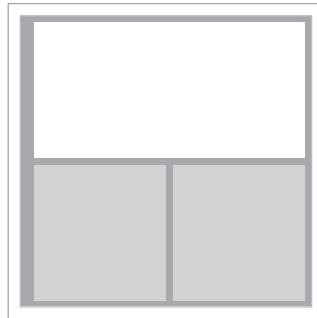
Ads, images and logos must be in one of the following formats: PDF, EPS, TIFF, JPEG, INDD, AI, or PSD with a minimum size of 300dpi and CYMK

Please include all images, fonts and logos when submitting your ad.



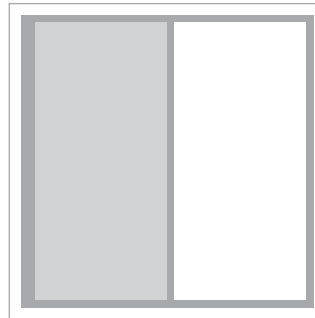
**Full Page Advert**

W: 8.625" x H: 8.625"  
(W: 219mm x H: 219mm)



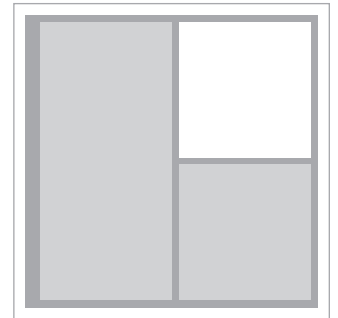
**Horizontal  
Half Page Advert**

W: 8.625" x H: 4.125"  
(W: 219mm x H: 104mm)



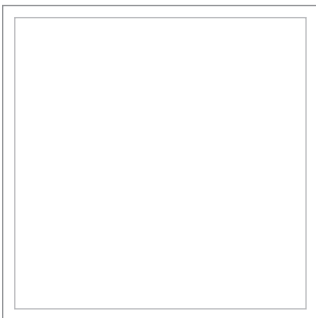
**Vertical  
Half Page Advert**

W: 4.125" x H: 8.625"  
(W: 104mm x H: 219mm)



**Quarter Page Advert**

W: 4.125" x H: 4.125"  
(W: 104mm x H: 104mm)



**Full Page Bleed Advert**

Advert size - W: 9.5" x H: 9.5" (W: 241mm x H: 241mm)  
Page trim size - W: 9.5" x H: 9.5" (W: 241mm x H: 241mm)  
Bleed size - W: 9.75" x H: 9.75" (W: 247mm x H: 247mm)

