

## PAGE ADVERTISING

Paper size (mm): 210 x 297. Advertisement sizes (mm): w x h

### HORIZONTAL AD SPACES

<b>1/1 PAGE,</b>	210.0 x 297.0
<b>1/2 PAGE,</b>	189.0 x 125.5
<b>1/3 PAGE,</b>	189.0 x 80.5
<b>1/4 PAGE,</b>	189.0 x 58,5

### VERTICAL AD SPACES

<b>2/3 PAGE,</b>	124,0 x 260.0
<b>1/2 PAGE,</b>	90.0 x 260,0
<b>1/3 PAGE,</b>	59.0 x 260,0
<b>1/4 PAGE,</b>	90.0 x 125,5

Bleeds must extend at least 3mm beyond trim edge (210x297) on all sides. Use only bleeds in a full-page ad.

### Inside Fold Out Ad

Three times 1/1 ad. Deliverables: 3 full page ads with de following formats:

Page 1: 200x297	(+ 3mm bleed all around)
Page 2: 200x297*	(+ 3mm bleed all around)
Page 3: 208x297*	(+ 3mm bleed all around)

\* format 2 and 3 can be delivered as one file (408x297)

### General Specifications

- Colours must be defined as percentages of CMYK (use Fogra39 Coates ICC profile).
- The use of indexed, Spot or PANTONE colours is not allowed.
- All images must be high resolution (300-340 dpi) for colour or greyscale, bitmap images must be at least 1200 dpi.
- Do not reduce images less than 30% or enlarge more than 130%. Enlarging imported images decreases the final resolution and may affect the quality of the image.
- Do not stylize fonts. For each style used a printer font must be included, or convert all fonts to outlines
- Do not use LZW compression when saving an image as TIF(F).
- Do not use OPI.

### File Format is Certified PDF

Advertising material should be submitted in Certified PDF format. This is standard for Geomares Publishing in terms of digital advertising material and secures the quality needed to exchange files in a reliable and controllable way between advertiser and Geomares Publishing.

Find all specifications for submission of Certified PDFs online at [www.certifiedpdf.net](http://www.certifiedpdf.net) and download the profiles as below (Generic Enfocus Preflight Profiles).

1 CMYK v3.0.ppp (CMYK productions)

2 B&W v3.0.ppp (Black and White productions productions) 2 B&W v3.0.ppp (Black and White productions

### How to Submit Material

Files up to 5MB can be send by email. To send a mail message with files with a total of over 5MB, please use our easy file transfer service <http://geomares.wetransfer.com/>.

## Content Marketing

### Sponsored Article/Case Study

- A title of maximum 50 - 70 characters
- A subtitle of maximum 70 - 100 characters
- The text is maximum a 1,000 words (2-PAGE package) or 1,500 words (3-PAGE package) • 3-4 images (2-PAGE package) / 5-6 images (3-PAGE package)