Advert Specifications for print

Advert to be supplied by client

All adverts to be supplied in 4 colour (CMYK)

Please note if there are any pantones in your advert, we will request a new PDF in 4 colour format. In a 4 colour PDF there should only be cyan, magenta, yellow and black showing when viewing output preview in Adobe Acrobat.

For advert size guidelines please view the next page

Please note if the advert supplied is the incorrect size, we will ask you to re-supply it.

Supply your adverts as a high resolution (300DPI) PDF file

We will accept .jpg, .tif or .psd files if your company does not have software to be able to PDF.

.JPG files - these should be flattened files.
.TIF files - these should also be flattened files with no layers included.
.PSD files - any Photoshop files supplied must have font layers rasterized or have font files sent with the psd.

Advert to be designed by The Construction Index

What do you want to promote?

If you want to promote your business or a specific element of your business, think about the text and images that will promote your services/product(s) to our readers.

How to supply advert elements

Send all text that you want on your advert in a word document. Send all images in a zipped (compressed) folder. Please make sure your images and/or logos are hi-res (300DPI) and preferably .tif, .jpg or .eps. We will need your highest quality company logo too (best sent as an .eps, however a large .jpg or .tif will be accepted).

Any .eps files should have fonts outlined prior to sending to us.

Ensuring we have correct company colours & fonts

We would appreciate any brand guidelines you may have, as this will give us the information needed to keep within your company branding. If no guidelines are available, please let us know your company colours as a pantone or 4 colour (cmyk) breakdown. Let us know of the normal fonts you use too - if you have a premium font that you use for advert promotions, please send us the font files.

Sending us adverts or advert assets

Emailing us with PDF's and/or assets

Ensure all assets (images, logos, text, etc) you send for your advert are all in one email. Clearly state the company name, advert size and magazine issue the advert is for in the email subject line - this clears up any confusion.

Advert Specifications for print

Inside Front Cover
(W) 210mm x (H) 297mm

Add a 3mm bleed
Now your doc will be
216mm x 303mm. All images should
be covering to the bleed.

Type Area
Make sure you have 10mm margin
around your document and that the
text does not overlap the margin.

Inside Front Double Page Spread
(W) 420mm x (H) 297mm

Add a 3mm bleed
Now your doc will be 426mm x 303mm. All images should be covering
to the bleed.

Type Area
Make sure you have 10mm margin inside your document and that the
text does not overlap the margin.

Page Facing Welcome Page
(W) 210mm x (H) 297mm

Add a 3mm bleed
Now your doc will be
216mm x 303mm. All images should
be covering to the bleed.

Type Area
Make sure you have 10mm margin
inside your document and that the
text does not overlap the margin.

Double Page Spread
(W) 420mm x (H) 297mm

Add a 3mm bleed
Now your doc will be 426mm x 303mm. All images should be covering
to the bleed.

Type Area
Make sure you have 10mm margin inside your document and that the
text does not overlap the margin.

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theconstructionindex
THE Construction Search Engine

TRIM

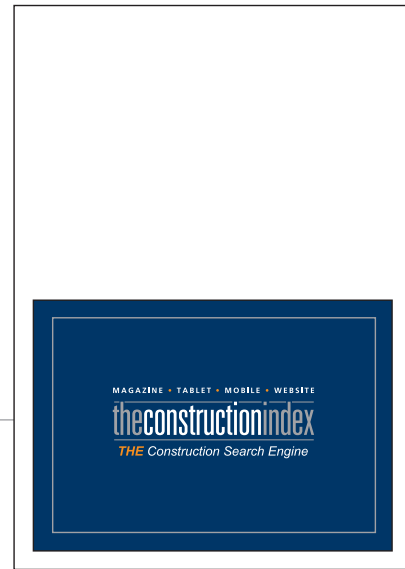# Advert Specifications for print

Full Page
(W) 210mm x (H) 297mm

Add a 3mm bleed
Now your doc will be
216mm x 303mm. All images should
be covering to the bleed.

Type Area
Make sure you have 10mm margin
inside your document and that the
text does not overlap the margin.

TRIM

Half Page Advert
(W) 190mm x (H) 133mm

Type Area
Make sure you have 10mm margin
inside your document and that the
text does not overlap the margin.

Inside Back Cover
(W) 210mm x (H) 297mm

Add a 3mm bleed
Now your doc will be
216mm x 303mm. All images should
be covering to the bleed.

Type Area
Make sure you have 10mm margin
inside your document and that the
text does not overlap the margin.

TRIM

Outside Back Cover
(W) 210mm x (H) 297mm

Add a 3mm bleed
Now your doc will be
216mm x 303mm. All images should
be covering to the bleed.

Type Area
Make sure you have 10mm margin
inside your document and that the
text does not overlap the margin.

TRIM

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