



MEDICINES MANAGEMENT 2017

THE 43RD SHPA
NATIONAL CONFERENCE

ICC Sydney | 16-19 November 2017

Advertisement specifications

A4 spiral bound handbook

Acceptable file formats

- Artwork should be supplied in PDF format with resolution of 300dpi
- PDFs should not have any passwords or security settings
- Do not submit any files larger than 4Mb

Colour

- All files must use a CMYK or greyscale colour space—RGB files should be converted to CMYK
- No spot colours should be used
- No Colour Management, ICC profiles or Lab colour should be used
- No responsibility is taken for any unexpected results from artwork supplied

Fonts

- Embed all fonts (PDFs) or convert to outlines

Images

- Images should not be less than 300dpi
- Images must be CMYK or greyscale
- Do not use duotones made using spot colours

Publication size

- The handbook will be published in portrait format at a trimmed size of 210mm W x 297mm H

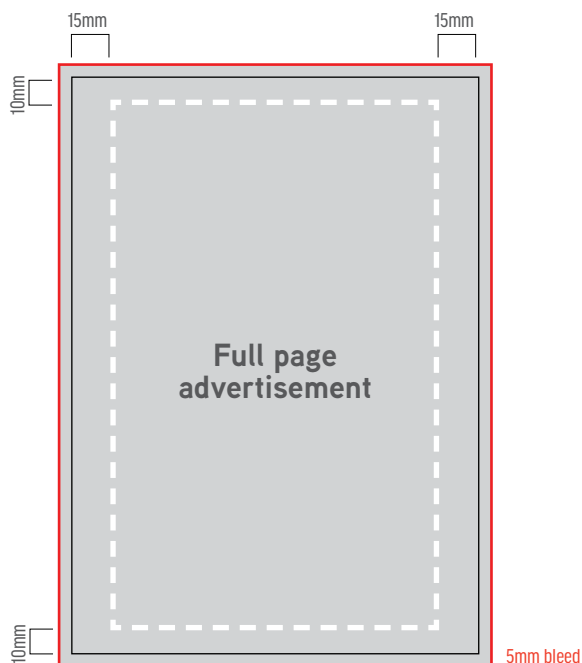
Advertisement dimensions

Full page advertisements:

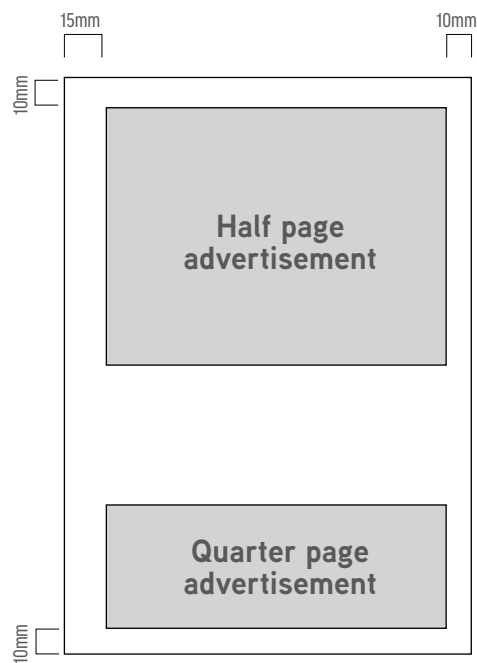
- Please design with a sufficient vertical margin to allow for binding - 15mm is recommended. No vital content should sit within these margins.
- A 5mm bleed must be included.

Half and quarter page advertisements:

- No bleed is required.



- Full page advertisement
Trim size = 210mm W x 297mm H
+ add 5mm bleed
- Content safe zone
Keep vital content within this
area to avoid print cut offs



- Half page advertisement
185mm W x 138.5mm H
No bleed
- Quarter page advertisement
185mm W x 69mm H
No bleed