

SECTOR GUIDE

TECHNICAL SPECIFICATIONS AND ADVERT GUIDELINES

Uploading copy and artwork

On confirmation of your order you will receive an email with instructions on how to upload your copy and artwork.

Advert types

We have two advert types available in the Sector Guides:

- Display advertisements of your own design and;
- Profile advertisements which use a template layout.

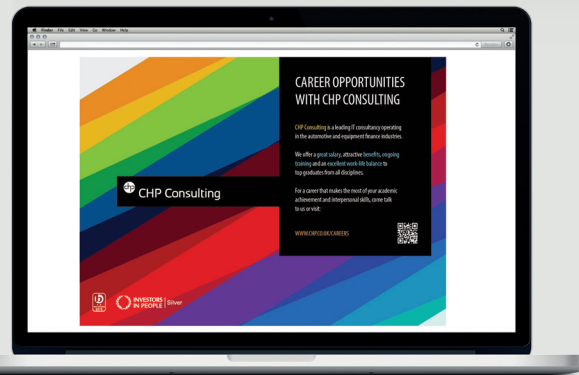
General notes and advice

This product is optimised for the digital format. Layouts are single page, landscape orientation. Although users can zoom in, large text is better for your important points.

Not sure what to provide?

Call 0161 277 5287.

PROSPECTS



Display advertisements

- Single page PDF at a minimum of 305 dpi
- 300mm wide x 220mm high

Profile advertisements

Profiles in our sector guide are comprised of four parts; a display advert, a section to include copy (which expands when clicked), a video and a block that can house two or four links and images of your choosing.

1. Primary artwork area

- PDF at a minimum of 305 dpi
- 165mm wide x 220mm high

2. Text/copy areas

- Introductory area – up to 40 words
- Further info area (click-to-reveal) – up to 250 words

3. Video

Provide a YouTube or Vimeo url or alternatively send us a video file; the following specifications apply;

- Up to 20MB file size
- Any of FLV, MWV, MOV, AVI, MPG or MP4 formats

As an alternative you can supply an image rather than a video (PDF at a minimum of 305dpi, 120mm wide x 80mm high).

4. Link blocks with images

- The design supports 2 or 4 units, each requiring a header, URL and associated image (see example)
- All images should be at least 305 dpi
- For two units, images should be 60mm wide x 35mm high
- For four units, images should be 30mm wide x 35mm high