

Display Advertising Artwork Guidelines

Display Advert Dimensions:

Full page:	148mm (W) x 210mm (H)*
Half page:	148mm (W) x 100mm (H)*
Quarter page:	69mm(W) x 100mm (H)*

* 3mm is to be added all round to the above dimensions to accommodate print bleed.

File Format:

All electronic artwork to be supplied as high resolution CMYK PDF with all fonts used embedded within the document.

All imagery used within the PDF should be at a minimum resolution of 375dpi at full size, please try to avoid the use of the JPEG file format, ideally TIFF files should be used and always ensure CMYK colourspace is used opposed to RGB.

Delivery:

Artwork can be received by email, CD or via FTP upload*

*Contact piers@fractionallife.com for FTP account details.

Broadgate Event Venues,
City of London, 28-30 April 2008
www.fractionallifeexpo.com