

ITC MALTA

NETWORKING WITH A DIFFERENCE

Delegate Directory
Quarter Page
Advert Specifications

Creating your advert

IMPORTANT DESIGN CONSIDERATIONS

Creating files for print within our Delegates Directory requires certain key considerations, we list these below as a helpful guide when designing & exporting your adverts

1 | Colour

All colour elements of your advert must be **CMYK**. Alternatives, such as RGB, Spot colour, Indexed colour, or Lab colours will be automatically converted to CMYK. We cannot accept any responsibility or liability for any colour discrepancies caused by this process.

2 | Images

All high-resolution images must be a minimum of **300 DPI** at 100% of final print size. Do not upsample the resolution of your image by manually changing the DPI in Photoshop. This can cause a pixilated, blurry or low-quality image.

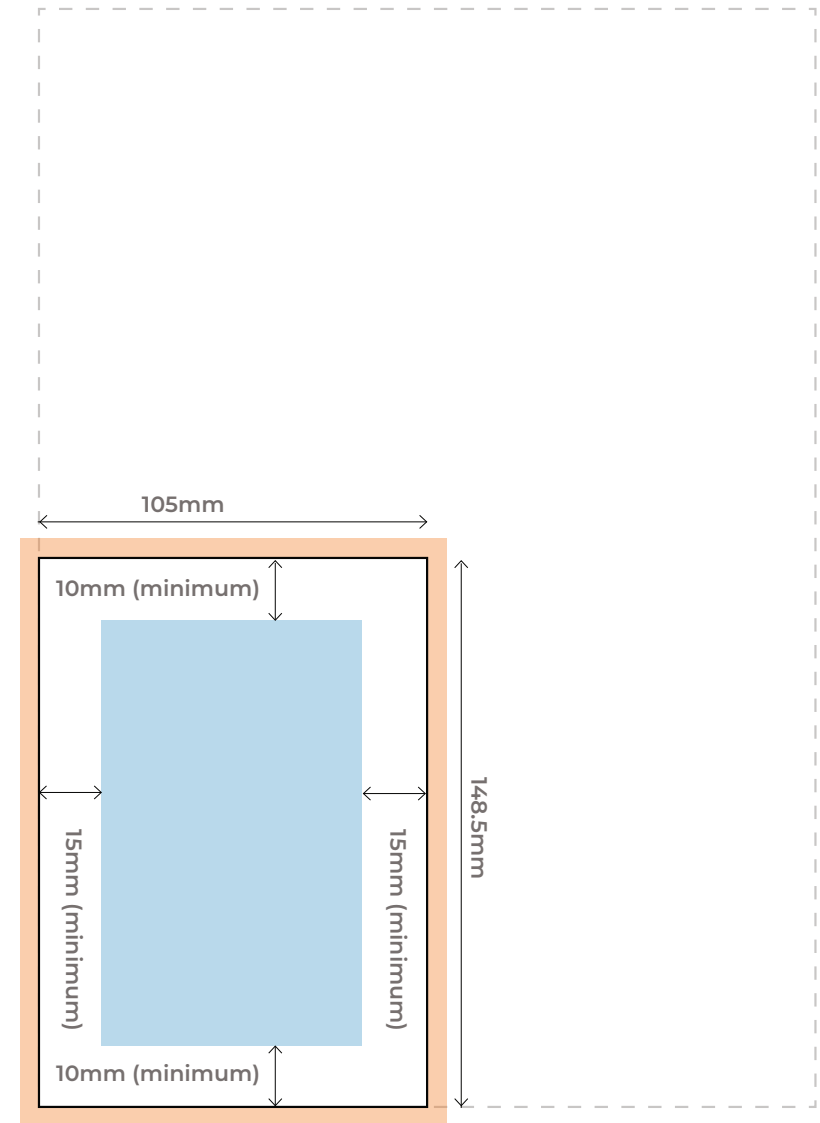
3 | Trim, Bleed & Safe Area

Trim size represents the final dimensions of your ad. Keep your most important information within the **safe area**, at least 15mm from the left and right trim edge and 10mm from the top and bottom trim edge.

All artwork requires a 5mm **bleed**, the portion of your design that extends beyond the trim size. Bleed is cut off when the ad is trimmed to the final size. Its sole purpose is to make sure your design reaches the very edge without leaving any unsightly white edges.

4 | Your PDF

Adverts must be provided as a **high-resolution PDF** (PDF v1.3 or higher), preferably from Acrobat Distiller, QuarkXPress or InDesign and be PDF/X-1a compliant. Files created in Microsoft Paint, Word or PowerPoint will NOT be accepted. Ensure all images and fonts are embedded and that crop marks are **NOT** included on supplied files.



Key: : Trim Size : Safe Area : Bleed

Quarter Page Advert

TECHNICAL SPECIFICATIONS

Document Size

BLEED SIZE width: 115mm x height: 158.5mm

TRIM SIZE width: 105mm x height: 148.5mm

SAFE AREA width: 75mm x height: 128.5mm

(Please be aware the bleed is 5mm and there is no important information to be placed 15mm from the left and right trim edge and 10mm from the bottom trim edge).

Requirements

- High-resolution PDF 1.3 or higher (PDF/X-1a compliant)
- All transparency and layers flattened
- CMYK Colour only (No spot colour or RGB)
- Image resolution 300dpi
- All fonts embedded and subset
- Include 5mm bleed in artwork. crop marks should **NOT** be included in supplied files.

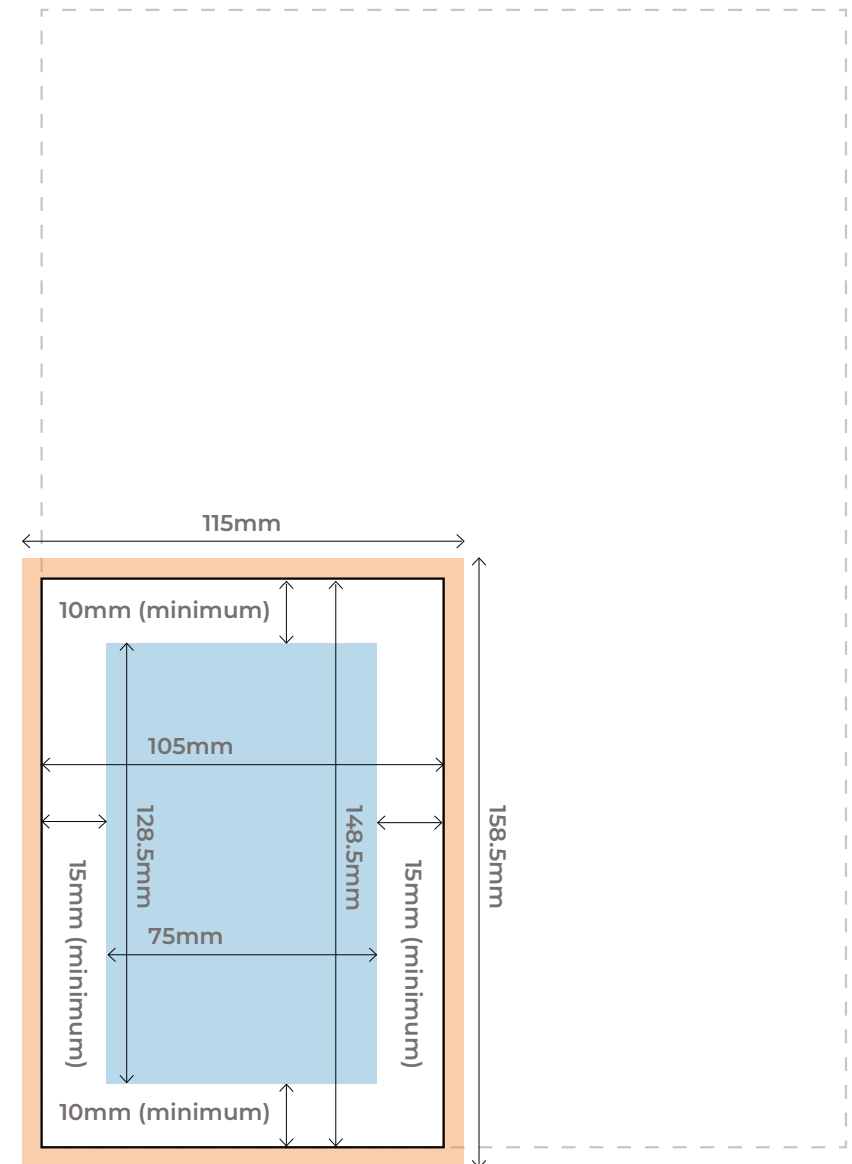
Artwork Deadline

TUESDAY 30 APRIL 2024

All advertising artwork **MUST** be submitted to us by the copy deadline listed above. Failure to deliver your advert to us by the deadline may lead to your advert either not appearing, or appearing incorrectly.

INDESIGN TEMPLATE

ILLUSTRATOR TEMPLATE



Key: □ : Trim Size ■ : Safe Area ■ : Bleed