

Advertising Guidelines

All advertising enquiries should be directed to Chris Greenhalgh, Art Director.

If copy is submitted which is not in accordance with these guidelines, it will be assumed that you agree to the copy being edited as Cognitive Publishing sees fit. Any adverts received after the agreed deadline will not be accepted. Cognitive Publishing reserves the right to alter/refuse any submissions that do not meet the standards specified.

The copy deadline is documented on your signed order form.

Print advert copy

*All advertisement copy should be sent via email attachment, FTP site link or CD.
*Please ensure, where possible your copy has embedded fonts

Advert copy should be provided in any of the following formats:

- PDF (high resolution)
- jpeg or tiff

Minimum resolution: 300dpi

Online advert copy

Advert copy should be provided in any of the following formats;

- JPEG or GIF (banners) HTML 2.0 (eshots)
- Flash (not acceptable for e-newsletters)
- We cannot accept adverts from ad serving systems
- We cannot implement javascript or source I.D tags

All advertisement copy should be sent via email attachment or CD.

In-house design

If we are designing your advert we require you to work to the following instructions:

*All text must be supplied as an attached Word file NOT in the body of an email

*All logos and images must be supplied at 300dpi as a high-res PDF, JPEG, TIFF, PNG or EPS

*The required resolution for photographs and logos is 300dpi.

If you need assistance with your advertising copy; our in house design team will be able to assist at a flat rate of **£995** per advert, irrespective of size.

Front cover art

The front cover is offered for vertical '**bleed off**' photography (one single image only) of 216 x 230 mm. This leaves space for the magazine masthead at the top of the page.

A prominent **headline** and **sub-heading** (to be agreed with the Editor) will direct readers towards your editorial contribution inside the magazine. You may also include your **company logo** (preferably sent in as EPS format) on the front cover to accompany the supplied photography.

We always advise clients to get their shots taken professionally. However, if taken on a standard digital camera, ensure the setting is at its highest resolution and that the camera is either on a tripod or solid surface to avoid camera shake.

*Please note that all front cover artwork must comply with in-house style, and will be subject to approval by the editor.

Proofs

Proofs of adverts will only be provided when we have been asked to make changes to advert copy or have been asked to design a new advert. Please provide an email address or fax number so we can provide you with a proof to check and sign off.

ADVERT SIZES & SPEC

Print

Double Page Spread (DPS)

W: 432 x H: 303 mm

1/2 DPS

W: 432 x H: 146 mm

1/4 DPS

W: 432 x H: 82 mm

Full Page Bleed (3mm)

W: 216 x H: 303 mm

Full Page (trim)

W: 210 x H: 297mm (UK A4)

Half Page (landscape)

W: 184 x H: 122 mm

Half Page (portrait)

W: 88 x H: 260 mm

Quarter Page (landscape)

W: 184 x H: 60mm

Quarter Page (portrait)

W: 88 x H: 122 mm

8th page Inbox sponsorship

W: 184 x H: 60mm

Belly Band

W: 520 mm x H: 100 mm
(See diagram on page 2)

Spread marker

W: 600 mm x H: 100 mm
(See diagram on page 2)

Gatefold

Cover: 213 x 303 mm
Gatefold page: 205 x 303 mm
(See diagram on page 3)

Cover Wrap

W: 432 x H: 303 mm (10mm spine)
(See diagram on page 3)

Website

Wide banner

W: 468 x H: 60 pixels

Skyscraper

W: 114 x H: 396 pixels

Hot button

W: 146 x H: 146 pixels

MPU

W: 300 x H: 250 pixels

Digital Edition Branding Page

W: 210 x H: 297 mm

Digital Edition Loader

Illustrator / EPS (size N/A)

E-Newsletter

Wide banner

W: 468 x H: 60 pixels

Skyscraper

W: 160 x H: 600 pixels

MPU

W: 300 x H: 250 pixels

Solus e-mail shot

W: 600 x H: 900 pixels (HTML 2.0)

All enquiries about advertising/artwork and these guidelines should be marked for the attention of **Chris Greenhalgh**, Art Director, at:

rail technology magazine

advert@railtechnologymagazine.com

public sector executive

advert@publicsectorexecutive.com or

national health executive

advert@nationalhealthexecutive.com

Send any CD's to:

Cognitive Publishing

Magazines That Mean Business
86 Deansgate
Manchester
M3 2ER

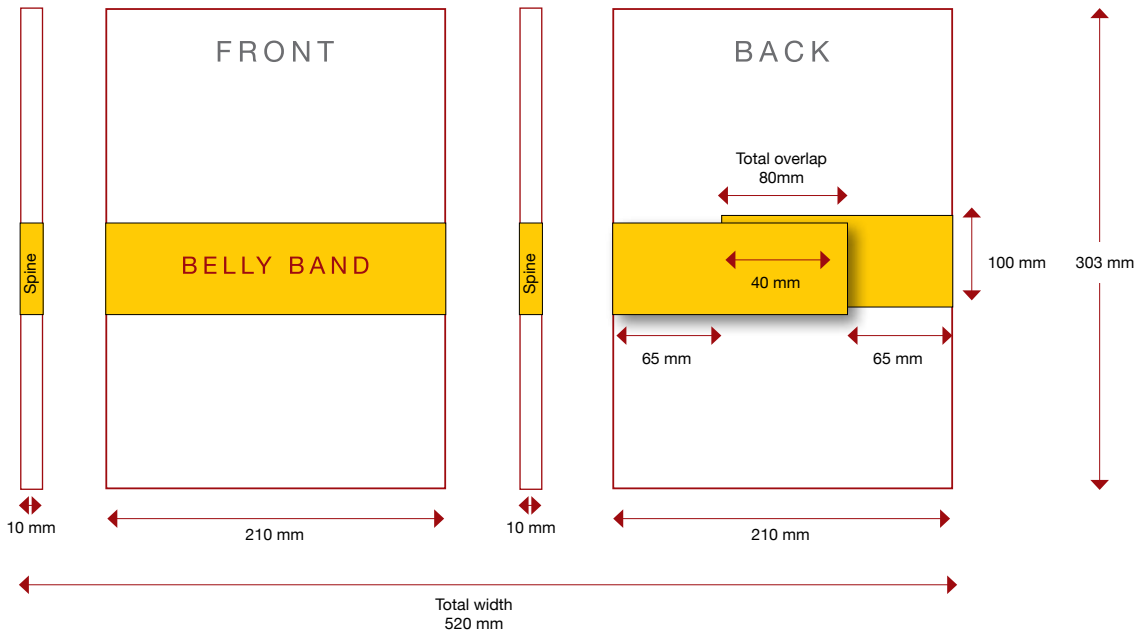
Tel: + 44 (0)161 833 6320

Fax: + 44 (0)161 832 0571

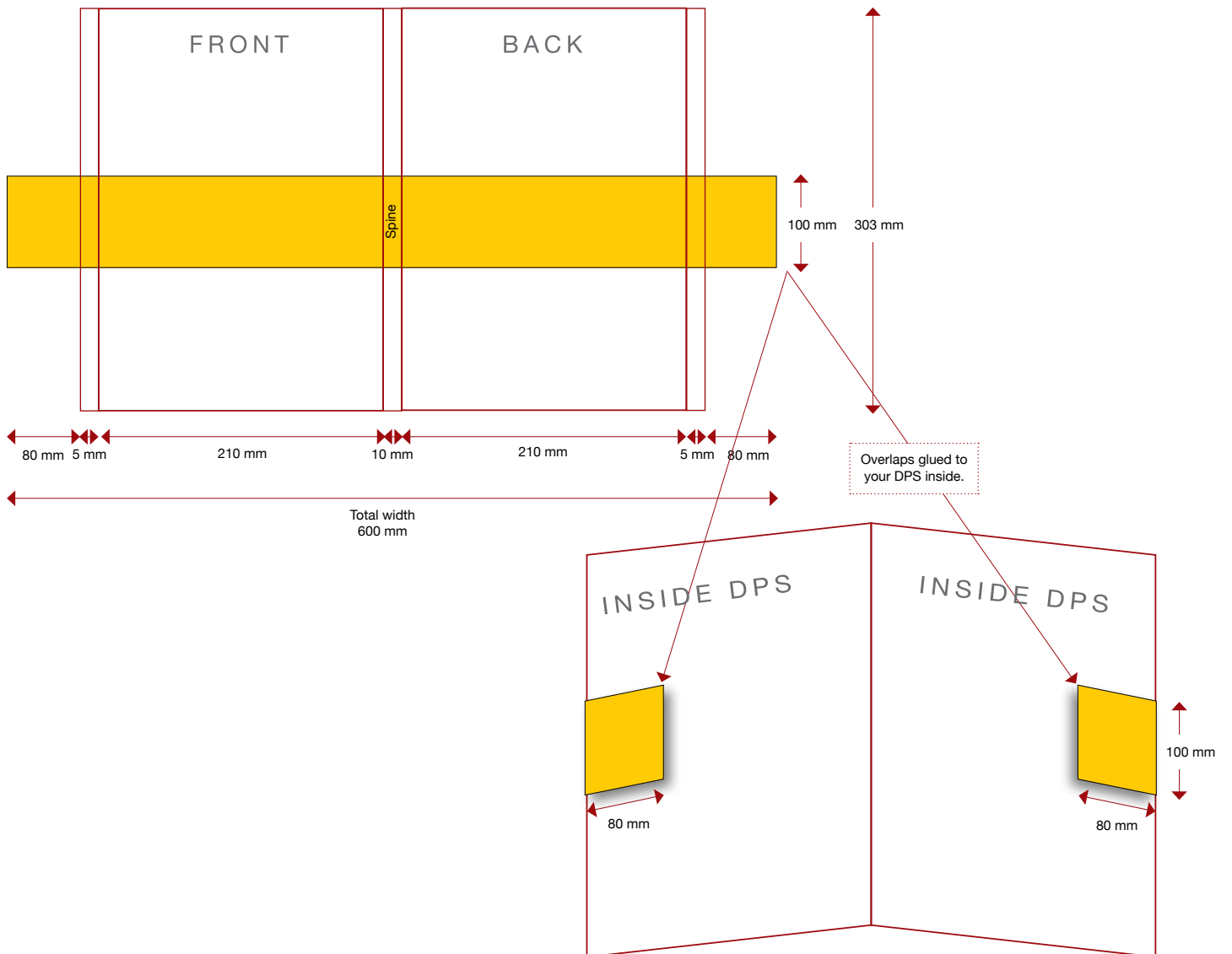
Email: info@cognitivepublishing.com

Web: www.cognitivepublishing.com

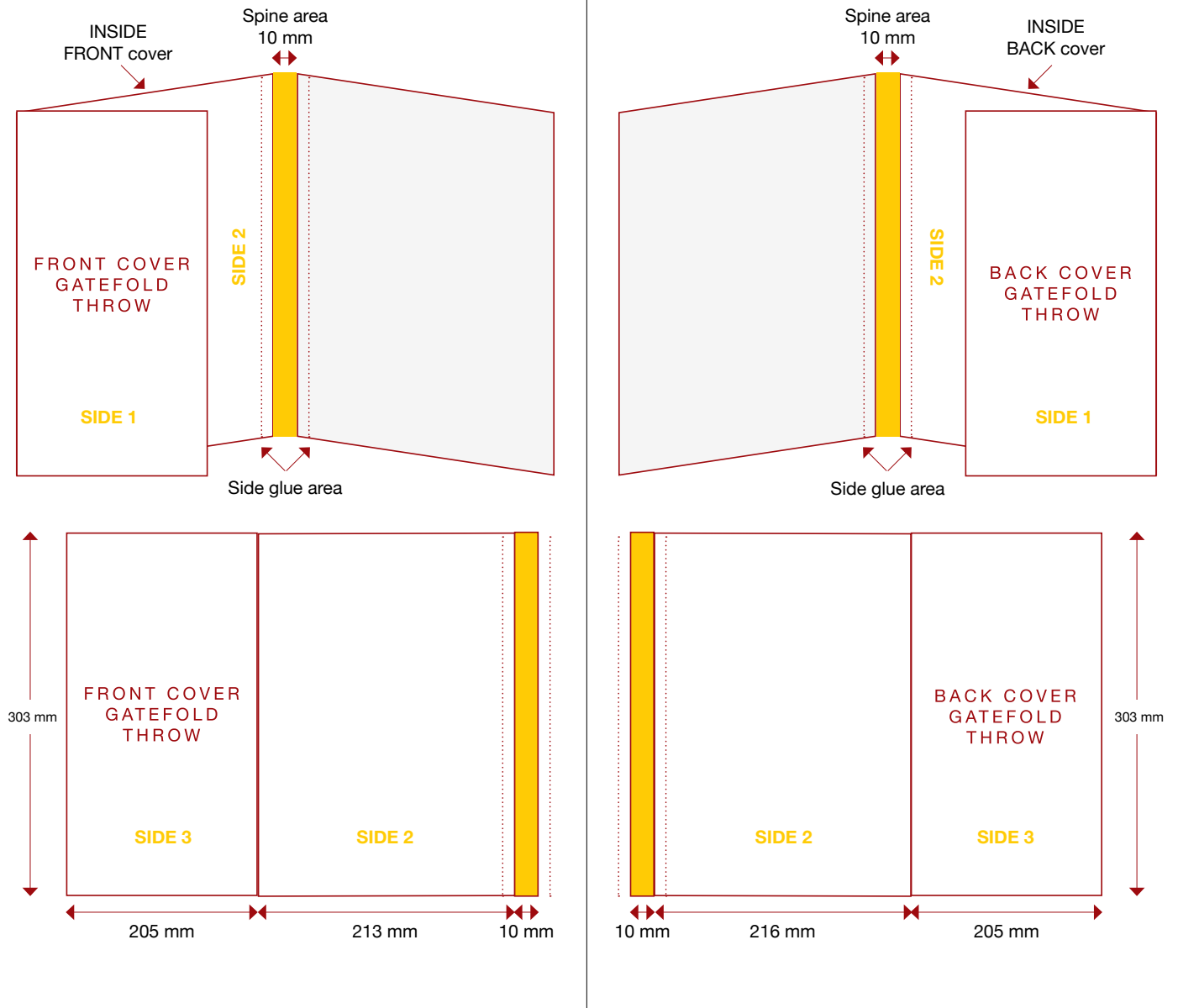
Belly Band



Spread Marker



Gatefold Cover



Cover Wrap

