

**ADVERTISING SPECIFICATION SHEET**

**Press-Ready Ad  
 Design Specifications**

All RGB and spot colors should be converted to CMYK.

PDF, EPS, TIF, and JPG files are all accepted.

TIF and JPG ads must be submitted at **300 dpi**.

All fonts to be converted to curves / paths.

*Please note that any problem which requires our design staff to change the ad to meet press-ready standards will be fixed and billed at the rate of R650 per hour (30 minute minimum).*

**Ads Without Bleed**

No Trimming	Width (mm)	Height (mm)
DPS	420	297
Full Page	210	297
Half Page (Vertical)	105	297
Half Page (Horizontal)	210	148
Quarter Page	105	148

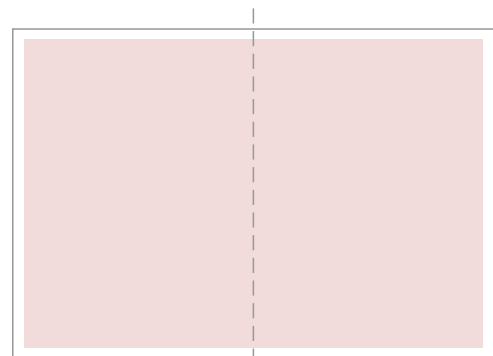
**Ads With Bleed**

Size Before Trimming	Width (mm)	Height (mm)
DPS	425	302
Full Page	215	302
Half Page (Vertical)	110	302
Half Page (Horizontal)	215	153
Quarter Page	110	153

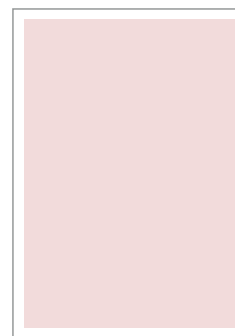
Sizes listed above are the final design size of the ads.  
 PLEASE add 5mm bleed all the way around the ad and save file with this bleed before sending.

**E-mail the ad file to  
[iana@saparenting.co.za](mailto:iana@saparenting.co.za)**

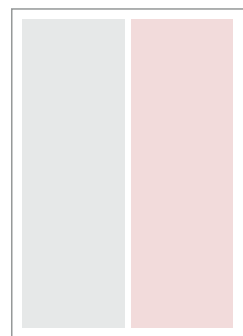
Contact your SA Parenting Ad Executive or e-mail [iana@saparenting.co.za](mailto:iana@saparenting.co.za) if you experience any problems. Please provide a telephone number in the message.



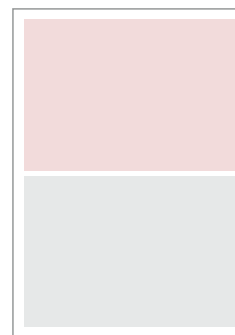
DPS



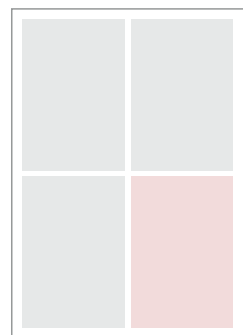
Full Page



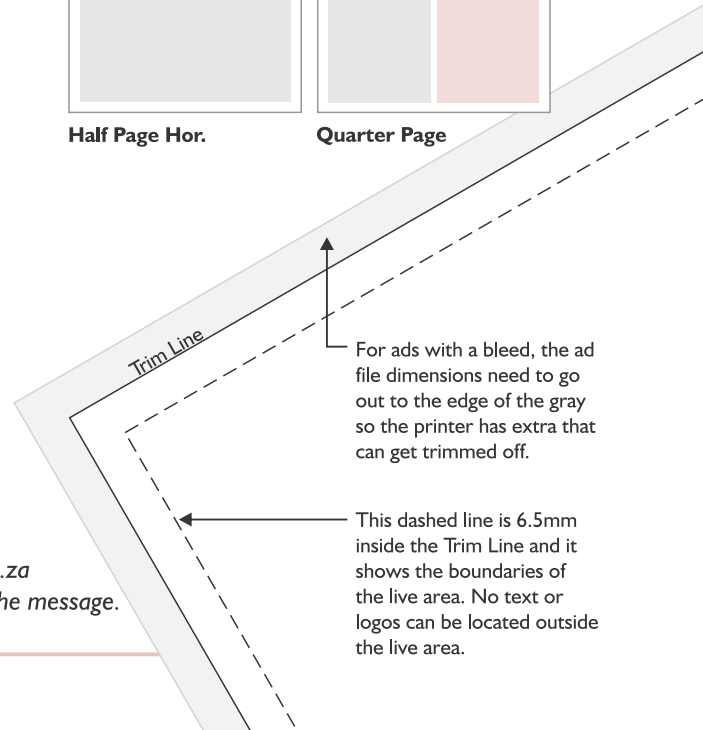
Half Page Vert.



Half Page Hor.



Quarter Page



For ads with a bleed, the ad file dimensions need to go out to the edge of the gray so the printer has extra that can get trimmed off.

This dashed line is 6.5mm inside the Trim Line and it shows the boundaries of the live area. No text or logos can be located outside the live area.