

Banner Data

Top: Size: 468 x 60 pixels.

Side: Size: 220x60 pixels or 220x220 pixels.

Format: gif, Jpeg, or flash

Technical Data

Single Full Page (applies to Outside Back Cover as well):

- TRIM size: 21.5cm width 28cm height
- BLEED size: 22cm width 29cm height
- PRINT size: 23cm width 29.5cm height

Double Page (applies to Inside Front Cover Spread as well):

- TRIM size: 43cm width 28cm height
- BLEED size: 44cm width 29cm height
- PRINT size: 46cm width 31cm height

Front Cover Gatefold:

- TRIM size: 42.6cm width 28cm height
- BLEED size: 44.6cm width 29cm height
- PRINT size: 48.6cm width 31cm height

For text and pictures, there will be 0.7cm which will be lost (in the IFC, IFCS, and IBC) due to binding. Therefore, leave a 0.7cm inside margin for the previously mentioned positions. For the other sides, you should keep 0.3cm inside the trim sizes mentioned above.

- TRIM SIZE: the final size of the magazine
- BLEED SIZE: Trim size + 0.5cm from each side
- PRINT SIZE: Trim size + 1.5cm from each side

Formats Of Ads

A high Resolution Adobe Photoshop, Adobe Illustrator, or Quark Xpress format.

Advertising Rates

Please call, or email us at ershad@tracemedia.info , for a custom quote.

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