

# Material Specifications for Publications

## Requirements for Advert Material

- Allow 3 mm bleed on each outside edge for full page bleed adverts (so 210 x 280 => 216 mm x 286 mm)
- Crop marks allowed
- Full colour files must be composite as fully CMYK (turn off all spot colours and RGB colours)
- Mono files must be composite as greyscale (but also turn off RGB colours)
- All fonts should be embedded
- All images should be fully integrated in their high-resolution forms (at least 300 dpi)
- Line art images and pixel-based representations of text should be scanned at 600 dpi

## Submitting Material

Adverts should be submitted as press optimised PDF files and sent to [advertising@eage.org](mailto:advertising@eage.org)

## Online

Banners in .jpg or .gif and the maximum amount of Kb's differ per banner. Ask the Account Manager Corporate Relations for the maximum sizes available. Animation is possible and always mention the url to which the banner should link together with the banner file.

## General Conditions

All advertisements are subject to our general conditions, which can be found on our website ([www.eage.org/advertising](http://www.eage.org/advertising)) or ask the Account Manager Corporate Relations.

## Rates

All rates mentioned in the Mediakit are exclusive VAT if applicable. For further information visit our website ([www.eage.org/advertising](http://www.eage.org/advertising)) or ask the Account Manager Corporate Relations.

