

MECHANICAL DATA

SPECIFICATIONS - PRINTING OFFSET LITHO		
Advertisement size	Depth x width	
A4 – full page	264mm x 190mm	(10 3/8 x 7 1/2 ins)
A4 – double-page spread (DPS)	264mm x 399mm	(10 3/8 x 15 5/8 ins)
Half-page horizontal	130mm x 190mm	(5 1/8 x 7 1/2 ins)
Half-page vertical	264mm x 92mm	(10 3/8 x 3 5/8 ins)
Half-page island	180mm x 130mm	(7 1/2 x 5 1/8 ins)
Third-page horizontal	82mm x 190mm	(3 1/4 x 7 1/2 ins)
Third-page vertical	264mm x 60mm	(10 3/8 x 2 1/2 ins)
Quarter-page	130mm x 92mm	(5 1/8 x 3 5/8 ins)
Sixth-page	82mm x 89mm	(3 1/4 x 3 1/2 ins)
Trim size		
A4 – full page	297mm x 210mm	(11 5/8 x 8 1/4 ins)
A4 – double-page spread (DPS)	297mm x 420mm	(11 5/8 x 16 1/2 ins)
Bleed sizes		
A4 – full page	303mm x 216mm	(12 1/8 x 8 1/2 ins)
A4 – double-page spread (DPS)	303mm x 426mm	(12 1/8 x 17 ins)
Half-page horizontal	154mm x 215mm	(6 1/8 x 8 1/2 ins)
Half-page vertical	307mm x 110mm	(12 1/8 x 4 1/4 ins)
Third-page vertical	307mm x 70mm	(12 1/8 x 2 3/4 ins)

PRINT AD SUBMISSION DETAILS

By email to: production@microscopy-analysis.com

For files larger than 10mb please contact Simon Evans at sevans@wiley.com or on +44 (0)1243 770342 to request our FTP details or use web-based file sharing sites such as SendSpace.com or Hightail.com

Please ensure your artwork is high resolution. Images should be 300dpi. PDF is preferred although we can accept InDesign, Illustrator or Photoshop if necessary. Word files are not acceptable. If not sending PDF please ensure all images (pictures and logos) and typefaces are sent too. If not, we cannot ensure your ad will print correctly.

Artwork should be prepared for print in CMYK format. RGB is not acceptable.

WEB AD SUBMISSION DETAILS

Technical specification

We can accept gif formats up to a maximum of 39k in file size.

Resolution should be screen size (72dpi) in RGB format.

We can also accept animated gifs, subject to the 39k file size limit.