

# The Bernese Mountain Dog Club of Great Britain

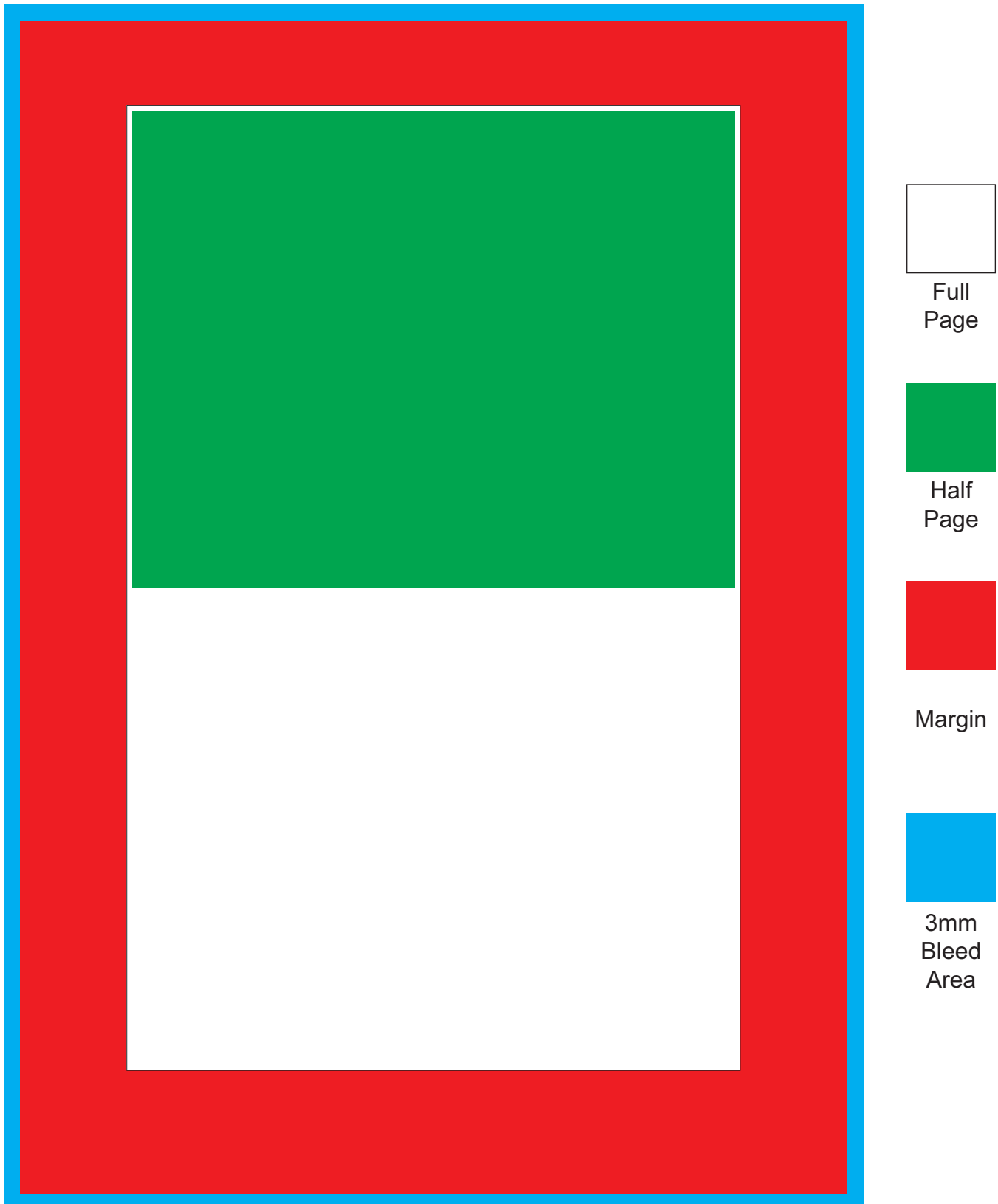
## *'Advertisers guide to a FULL & HALF PAGE Advert Specification'*

The Red box below represents the typical page size for the BMD of Great Britain Handbook, the page size is A5 which is 148mm wide x 210mm in height.

Within this there is an area of 110mm wide x 173mm in height (The White area below) this is our standard FULL PAGE advert size for colour or black and white adverts.

Within this there is an area of 110mm wide x 86.5mm in height (The Green area below) this is the typical advert size for colour or black and white HALF PAGE adverts.

For 'Bled Edge' adverts i.e. they cover the whole page area (Blue Area below) we require an overall size of 154mm wide x 216mm in height, as you can see this creates a 3mm Bleed area which means your advert will print from one edge of the paper to the other.



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## *'Photo/Advert Quality requirements'*

The Quality that we require for a Photo that is supplied to us digitally is 300dpi as a minimum, also the actual physical size must be at least 148mm in width for Full Page Adverts (No Bleed). If you are having a full page advert that does not bleed off it needs to be 110mm x 173mm in size to fit our Advert Area, or for Full Page Adverts (Bled Off) we require at least 148mm x 210mm (which is A5 Size) bearing in mind that we need an area around the edge of at least 10mm which is free of text or any other items that will be 'cropped' off in the final printing/trimming process.

Ideally the 'Bled Off' adverts will be 154mm x 216mm which includes the bleed that will be trimmed off to produce an 'Edge to Edge' style advert which is the whole page (no white bits).

*The File Types we prefer to receive for Photos and Adverts are:*

### **JPEG, TIFF or a Hi-Resolution PDF**

The above files can be sent to us at:

Higham Press Ltd, New Street, Higham, Alfreton, Derbyshire DE55 6BP

Email: [mail@highampress.co.uk](mailto:mail@highampress.co.uk)