

GETTING AROUND

Auf der Schorr 10 • 54331 Pellingen • Germany • Tel: +49 (0) 65 88 -99 25 65 • Fax: +49 (0) 65 88 -98 83 29
Email: advertising@gettingaround.net • Internet: www.gettingaround.net

SPECIFICATIONS FACT SHEET

Following are the mechanical requirements for ad materials for the Getting Around guides and the www.gettingaround.net website.

Magazines

Trim Size: 148mm wide x 210mm deep

Ad sizes:

- 1/1 page 130mm wide x 192mm deep
- 1/2 page 130mm wide x 90mm deep
- 1/4 page 130 mm wide x 45mm deep
- 1/8 page 60mm wide x 45mm deep (special issues only)

Bleed page before trim: 154mm wide x 216mm deep.

Reading matter must be kept 10mm from edge of bleed area after trim.

Materials: Digital files only. Color printouts required. Can be Indesign or QuarkXpress for Macintosh. Also acceptable are jpeg, tiff, gif, eps and pdf files. All files must be in CMYK. Absolutely no RGB files. Contact publisher for details on other graphic formats. Material can be sent by email or normal post on a CD-ROM. Contact the publisher for details. Production services offered by publisher.

Recommended Screen: *European Standard* — inside pages 48, covers 60; *US Standard* — inside pages 120, covers 133-150.

Send material to the publisher at the above address.

Website

Pictures should be in GIF or JPEG format at a resolution of 72 pixels per inch. Logos should be in GIF format with colors reduced to minimum at a resolution of 72 pixels per inch. Linking URL and email addresses to be supplied in full.

- Banner ads: 234 x 60 pixels
- Right side tower: 126 x 220 pixels*
- Left side tower: 231 x 220 pixels*
- Storefront Banners: 120 x 45 pixels
- On-page ads: 500 x 120 pixels (maximum size)

All website materials can be sent via email. Contact your sales representative or the publisher for address details.

* These are standard tower sizes. Taller tower ads are available. Rates and sizes uopn request.