

# GETTING AROUND

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## SPECIFICATIONS FACT SHEET

Following are the mechanical requirements for ad materials for the Getting Around print and digital magazines and the [www.gettingaround.net](http://www.gettingaround.net) website.

### Magazine

**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 .....130mm 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 or a USD stick. 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.

### 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 upon request.

### Digital Publications

#### Ad sizes:

1/1 bleed page .....148mm wide x 210mm deep  
1/1 page .....130mm wide x 192mm deep  
1/2 page .....130mm wide x 90mm deep  
1/4 page .....130mm wide x 45mm deep or 60mm wide x 90mm deep

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

**Materials:** Digital files only. Acceptable formats are jpeg, tiff, gif, eps and pdf files. Minimum resolution is 144 dpi. Contact publisher for details on other graphic formats. Material can be sent by email, on a CD-ROM or a USD stick. Contact the publisher for details. Production services offered by publisher.

We can accept video files and other file that may include slide shows and animation. Contact the publisher for more information.