

Copy Deadline: **1st April 2021**

#### ARTWORK DIMENSIONS

**Full page: 210mm wide x 297mm high**

**Double page spread: 420mm wide x 210mm high**

**Half page horizontal: 190mm wide x 132mm high**

**Type area recommendation: 10mm from trim edge.**

We can accept CMYK Print Compliant PDF or 300ppi JPG files with 3mm bleed and trims marks included.

If exporting Illustrator or Photoshop-based PDF files, please ensure 'Preserve Editing Capabilities' is unchecked as this will embed the elements and optimise the PDF file.

For more information, please visit: <http://bit.ly/optimize-PDF>.

We will apply a 0.5pt black border as standard unless otherwise informed.

#### ARTWORK ORIGINATOR NOTES

Please name files by including the advertiser's name, ad size and publication. For example 'ABC Company CHEM21 Full Page.pdf'.

Please ensure all work is completed using the CMYK colour model (not RGB).

Images should be worked at 300ppi at the intended size.

You are responsible for overprinting and trapping. The RIP will set standard trapping. No ICC profiles to be used on images or files. White-out type should be a minimum of 5pt in size and medium in weight.

To obtain a heavy black we recommend the following colour value: 30C, 30M, 30Y, 100K.

If submitting more than one advert, please ensure artwork is supplied as separate PDF files.

**IMPORTANT: Please take necessary steps to ensure the artwork will meet print compliant standards and reproduce as you intend.** Although our production artists check every advert (they will advise if any issues are found) ultimately, the printing company can only print what has been supplied. Neither UK Industry Events, the production team or the printing company will be responsible if the advertisement reproduces incorrectly due to artwork not meeting commercial print standards.

In the event any further information is required please contact:

**Toni Barrington** on **+44 (0)1273 467579**

or email: [toni@magazineproduction.com](mailto:toni@magazineproduction.com)

#### ARTWORK SUBMISSION

If supplying artwork by email, please name the file clearly including your company name and advert size and email, with your contact details to: [jini.stone@ukindustryevents.com](mailto:jini.stone@ukindustryevents.com)

If artwork is larger than 10Mb, please email a cloud-based link to download the file from or forward via WeTransfer.com or similar service and send it to: [jini.stone@ukindustryevents.com](mailto:jini.stone@ukindustryevents.com).

**12th & 13th May 2021**  
**NEC**  
**Birmingham, UK**

UK Industry Events Ltd  
**+44 (0) 203 829 6060**

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