

Advertisement Materials Specification

Directory & JewelTrader

Artwork formats

- All files must be Windows formatted.
- Ads can be supplied in any of the following formats: JPEG, EPS, TIFF, PDF, Corel Draw (version 12 or lower) or Photoshop (version CS2)
- The artwork need to be 300 dpi or higher.

Note: All text must be converted to paths/ curves. Otherwise the fonts used need to be supplied on disk with the design.

Artwork sizes

Full page 210mmX297mm Bleed 3mm A 10mm text safety space	1/2 page Landscape 190mmX133.5mm	1/2 page Portrait 94mmX273mm	1/4 Page 94mmX133mm	1/8 page 94mmX64mm	1/16 page 46mmX64mm
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Online Newsletter

Banners formats

- JPEG or animated GIF
- The artwork need to be 72 dpi.
- Banner weight should be kept under 50 kb

Banners sizes

Position		
Top banner:	Width 158.04 X Height 35.28 mm	Width 448 X Height 100 pixels
Middle banner horizontal	Width 148.17 X Height 35.28mm	Width 420 X Height 100 pixels

JewellersNetwork.com banner

Banners formats

- JPEG format
- The artwork need to be 72 dpi.
- Banner weight should be kept under 50 kb

Banners

Top banner horizontal:	Width 192mm X Height 21mm	Width 544pixels X Height 60pixels
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Delivery of Artworks:

A disk: – Delivered to: 27 Pretoria Street Extension, Highlands North Ext, 2192, Johannesburg.
– Post to: PO Box 751367, Garden View, 2047, South Africa

E-mail: Send to publisher@jewellersnetwork.co.za Please make sure that the quality (dpi) is not compromised when e-mailing.

FTP : Upload to <ftp://41.204.198.12/> Username: jnw.co.za (contact us for password).