





## ADVERTISING - Technical Specifications

SPECIFICATIONS		
Full Page	1/2 Page	1/4 Page
<b>297 x 210</b>	 <b>125 x180</b> Height x width Landscape only <b>Or</b>  <b>270 x 88</b> Height x width Portrait only	 <b>125x 88</b> Height x width Portrait only <b>Or</b>  <b>65 x 180</b> Height x width Landscape only

Technical data for full page (mm)		
<b>Trim size</b> <b>297 x 210</b>	<b>Printing area</b> <b>270 x 180</b>	<b>Bleed:</b> <b>305 x 210</b>

Technical data for double-page spread (DPS) (mm) <small>Please do not place text in the middle of the page/design</small>		
<b>Trim size</b> <b>297 x 420</b>	<b>Printing area</b> <b>260 x 388</b>	<b>Bleed</b> <b>426 x 303</b>

Material must be submitted in full colour and high resolution (1MB+ or 300dpi)  
 Please enquire about Dropbox or similar mediums if files are too large.  
 Preferably PDF or JPEG.

SHOW CASE Jan/Feb		
<b>IMPORTANT</b>		
<ul style="list-style-type: none"> <li>• Only these layout options are available for the showcase.</li> <li>• Please leave 1 cm at the bottom of the advert clear of any text or important images, as the brass plaque with your safari name may partially obscure it.</li> </ul>		
<b>Full Page</b> <b>297 x 210</b>	<b>1/2 Page</b> <b>125 x180</b> Height x width Landscape only	<b>1/4 Page</b> <b>125 x 88</b> Height x width Portrait