

ElectroLink

Digital Specifications

SPECIFICATIONS

To ensure a professional result ElectroLink Magazine requires digitally supplied advertising material as **PDF files with all images, links, and fonts embedded.**

All images must be 300 dpi resolution. ElectroLink is printed at 150 lpi.

Full page advertisements must include at least 3 mm bleed. Full page advertisements with no bleed will either be rejected or the artwork remastered at the expense of the advertiser and at the advertiser's risk.

All other size advertisements must not have any bleed or have the correct trim dimensions set in the PDF file.

All advertisements that are **less than full page size must have a solid border.** Advertisements that do not conform will either be rejected or have a border added.

All digital material must be supplied on PC-readable media.

CONDITIONS

If a colour accurate proof is not supplied then ElectroLink takes no responsibility for the printed outcome.

Digital proofs that are not a dot-to-dot colour accurate proof will be used only as a rough guide and cannot be used to ensure colour accuracy.

ADVICE

Check the dimensions of your material. **ElectroLink's page size is 210 x 275 mm**, not A4 (210 x 297mm)

All Images and pdf files should use or be converted to CMYK colour values.

RGB colours can cause unpredictable results in both quality and colour output.

We require that in the PDF settings you do not downsample images below 300 dpi and that you embed all fonts.

Do not password secure PDF files.

If the advertisement is a full page or double page please check that you have at least 3 mm bleed on all sides.

Please check the trim dimensions on your PDF files and make sure you have set the correct document size in your design application. We accept no responsibility for the cropping of PDF files where the trim dimensions are not set or are incorrect.

If you have questions regarding preparing and sending PDF files to be used in ElectroLink please contact us.