

Advertisement and Technical Guidelines

Delivery and format

We accept advertising materials in PDF, TIFF or non-compressed JPG format. If you are unable to provide your advertisement in one of these formats, please contact us for other options. All files should go to c.beall@karwansaraypublishers.com, or your contact at Cabbell Publishing. Large files may be sent via HighTail, WeTransfer, Dropbox, or using similar file sharing options.

Online ads

If you are placing banners on our website, we do require files in a web-safe format (jpg, png or gif). Ads in the page header position should be 468x60 pixels. Ads in the sidebar position should measure 300x250 pixels.

Technical specifications for print

- Resolution for all files should be a minimum of 300dpi. Larger is also possible, but such files will be downgraded.
- All ads should be in CMYK (as opposed to RGB, which is more commonly used for digital-only work; CMYK is for print). We do not *require* ads to be delivered in CMYK. However, they will be converted to this format, so please keep this in mind as the shift in colorspace can have an affect on the way colors look in the ad. If you are very concerned about the exact appearance of colors, you are urged to handle conversion yourself.
- All spread and full-page ads **MUST** have a 5mm bleed on all sides. This is not optional. We will reject ads in these sizes that do not include the necessary bleed. Bleed refers to an area at the edges of an ad that can be safely trimmed off without affecting the overall appearance and quality. This is mainly relevant for ads using background textures or images; solid color backgrounds are usually not an issue.

Ad size	Non-Bleed Size	Bleed Size
Two-page Spread	420 x 297 mm	430 x 307 mm
Cover (Inside/Outside, Front/Back)	210 x 297 mm	220 x 307 mm
Full Page	210 x 297 mm	220 x 307 mm
1/2 Page	185 x 132 mm	N/A
1/4 Page	90 x 132 mm	N/A

* Advertisements in our magazines are always fractions of an A4-sized page.
