



**IN THE
SNOW** **.COM**

**2022/23
AD SPECS**

PRINT SPECS

TOTAL

INC. BLEED*

TEXT AREA

DOUBLE PAGE SPREAD	464 (W) X 310 (H)	3mm	8mm
FULL PAGE	232 (W) X 310 (H)	3mm	8mm
JUNIOR FULL PAGE	156 (W) X 310 (H)	3mm	8mm
JUNIOR HALF PAGE VERTICAL	78 (W) X 310 (H)	3mm	8mm
JUNIOR HALF PAGE HORIZONTAL	232 (W) X 104 (H)	3mm	8mm
JUNIOR QUARTER PAGE	78 (W) X 154 (H)	3mm	8mm

- With 3mm bleed* to all sides
- Keep text at least 10mm away from all edges of the advert
- As a high res PDF - PDF/X-1a:2001 compliant

*Bleed is a printing term that refers to printing that goes beyond the edge of the sheet before trimming. In other words, the bleed is the area to be trimmed off. As all InTheSnow ads run to the edge of the page, we require all artwork to have at least 3mm bleed to each side. This area should not contain anything of crucial value.

Keeping text and vital logos etc 10mm away from the edges ensures there is no accidental cropping during magazine printing.



ONLINE SPECS

MEASUREMENTS IN PIXELS

HERO BANNER	1420 (W) X 250 (H)
LARGE LEADERBOARD	970 (W) X 90 (H)
LEADERBOARD	728 (W) X 90 (H)
MPU	300 (W) X 250 (H)
MOBILE LEADERBOARD	320 (W) X 50 (H)



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