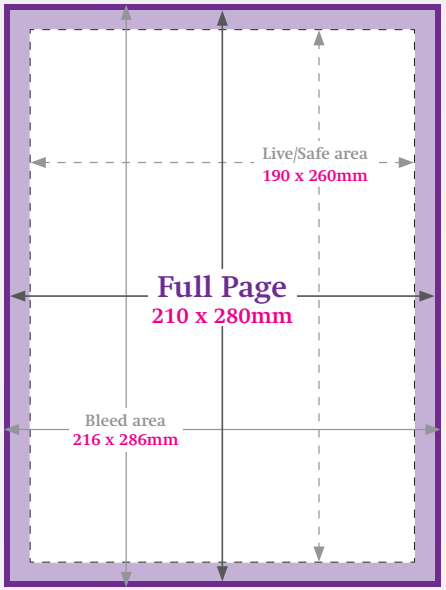
# MAGAZINE ADVERT SPECS

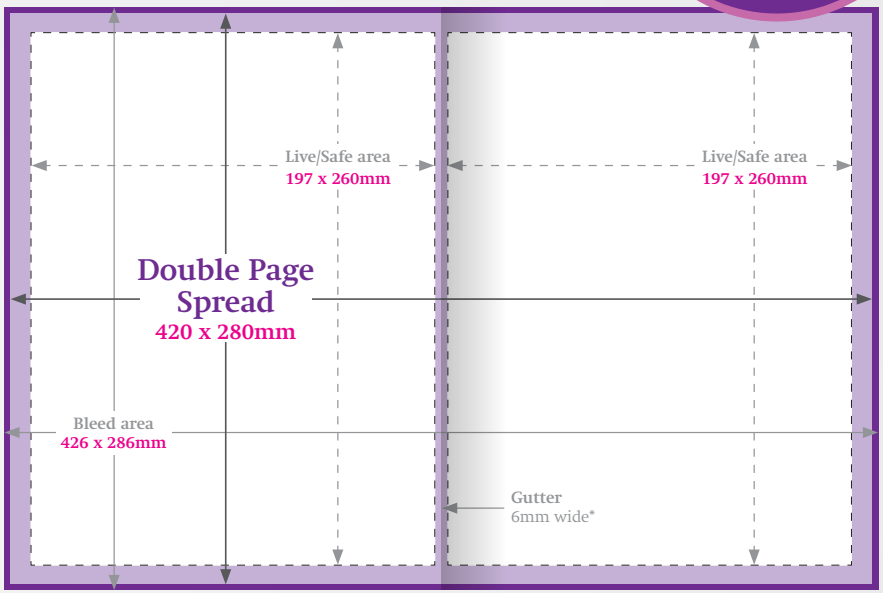
ASK US ABOUT... CREATIVE SERVICES

## MAGAZINE ADVERTISEMENTS

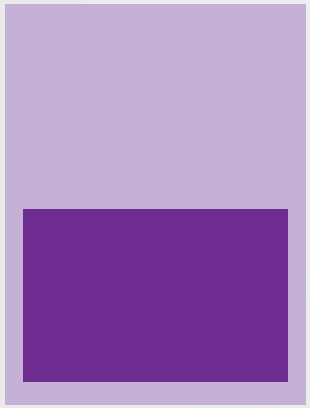
Design requirements:

- **4-colour artwork** (CMYK)
- **No spot/Pantone colours**
- **High resolution images** – minimum of 300 dpi
- **Live/Safe area** – keep important information within this area
- **Bleed area** – minimum of 3mm all round the advert (full page and two-page spread adverts only)
- **Outline fonts**
- **Appropriate format** – pdf, eps, tif or jpg. Please contact us to confirm if we can accept format if unsure.

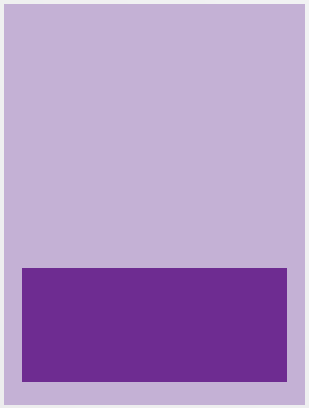


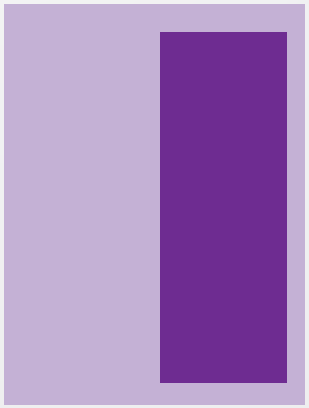

*This is a minimum gutter width as issues with larger spines may require a larger gutter.



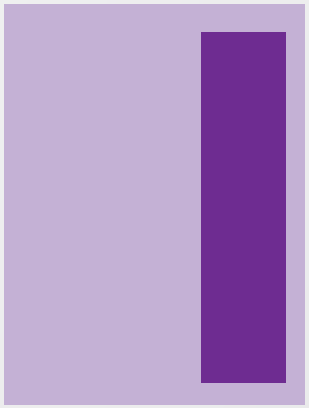
**Half Page**
Horizontal
**185 x 119mm**
(no bleed)



**Third-of-a-Page**
Horizontal
**185 x 76mm**
(no bleed)



**Half Page**
Vertical
**88 x 250mm**
(no bleed)



**Third-of-a-Page**
Vertical
**57 x 250mm**
(no bleed)

# WEB ADVERT SPECS

ASK US ABOUT... CREATIVE SERVICES

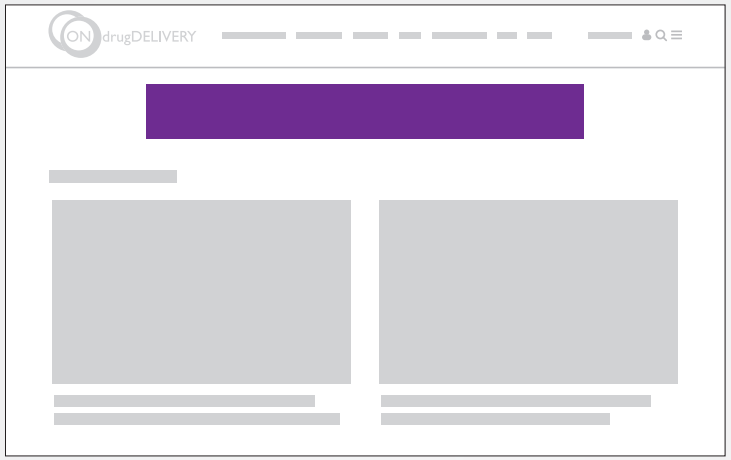
## WEB BANNER ADVERTISEMENTS

Design requirements:

- **Web colour** – RGB or Hex colours
- **Resolution** – 72 dpi (minimum)
- **Appropriate format** – static PNGs or JPEGs, or elegantly/tastefully animated GIFs

**Additional notes:**

Please provide a URL to which your web ad should link. This can include tracking info (e.g. UTM).



**Leaderboard** 728px wide by 90px high



**Skyscraper** 120px wide by 600px high

## HOW DOES MY COMPANY BENEFIT FROM BEING INCLUDED IN ONDRUGDELIVERY?

- Presence in long established, trusted industry-leading b2b publication with true global reach
- Tried and tested powerful promotional packages
- Intelligent combination of advertising, branding and editorial
- Foster social media engagement
- Boost your web search engine rankings through links in to your web page from the ONdrugDelivery web page
- Drive web traffic directly to your site
- Strong brand association and brand alignment with specific areas within drug delivery
- Combined print & digital publication gives powerful, truly global reach
- Leverage our trusted reputation for accurate, reliable b2b drug delivery industry information to boost the impact of your commercial and technical strategic messages
- Convey complex technical and scientific concepts clearly, all immaculately presented in our engaging and accessible, highly regarded and trusted print and digital formats
- Generate qualified leads
- Drive traffic to your exhibit stands at major industry conferences and exhibitions where printed issues of ONdrugDelivery are circulated to delegates.