The Sport and Exercise Scientist

The official publication of the British Association of Sport and Exercise Sciences

Advertising Guidelines

www.bases.org.uk

@basesuk /basesuk bases_UK BASESUK

BASES
The British Association of Sport and Exercise Sciences

Supplying print ready artwork for The Sport and Exercise Scientist

To ensure your advertising appears correctly please ensure your supplied artwork meets the specifications below and also is the correct size, indicated on the following pages.

Accepted file types

PDF FILES: Ads should be submitted as press-ready PDF files (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. Digital photos and graphics files should be at a resolution of 300 dpi or higher at the size which they are used in the PDF. Only full page adverts need to be supplied with tick marks.

Requirements

PDF 1.3 (PDF/X-1a compliant)

All transparency and layers flattened

CMYK Colour only (No spot colour or RGB)

Colour/Mono image resolution 300dpi

Lineart resolution 2400dpi

Newsprint TAC 240%

Magazine TAC 300%

All fonts embedded and subset

Not recommended

The applications below are not suitable for creating press ready adverts as they are not NOT PostScript compatible. Text and logos will reproduce soft and pixellated. Black text will be converted to 4 colour black, which could result in unexpected colours when printed.

Microsoft Word or Excel

Microsoft PowerPoint

Microsoft Publisher

Pages for Mac

Canva or Cairo

For further information

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www. bases.org.uk

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Full page bleed advert

Trim size: 210 mm (width) x 297 mm (height)

Supply files with 3 mm bleed all around:
216 mm (width) x 303 mm (height)
High resolution PDF complete with tick marks

Please ensure all important type/logos appear within
an 8 mm safe area: 194 mm (width) x 281 mm (height)

Editorial feature

Editorial feature

Editorial
Half page landscape advert
180 mm (width) x 131 mm (height)

Editorial feature

Editorial
Half page portrait ad
87 mm (width) x
267 mm (height)

Editorial feature

Editorial feature

Editorial
Quarter page ad
87 mm (width) x
131 mm (height)

Editorial feature

Editorial
Eighth page ad
87 mm (width) x
63mm (height)

Editorial feature