

# HEDGE

PRINT & ONLINE SPECIFICATIONS

# Print specifications

## General

### REQUIREMENTS

- Artwork must be supplied as a high resolution PDF, we recommend following the PPA's pass4press guidelines
- All images must be embedded, at a minimum of 300dpi
- Only CMYK colours are allowed: no spot colours, no RGB, no LAB
- All fonts must be embedded
- Ink limit is 300%
- Artwork that includes transparency will be flattened, please ensure you preview the flattened output

- Extended guidelines and joboptions for PDF creation can be found under the **PPA's pass4press** section. (Mirrored on our site, linked below.)
- The recommended colour profiles specified below are available from the **ECI's website**. (Mirrored on our site, linked far-right.)
- Please follow all specifications carefully. While every effort is made to ensure that all advertisements are reproduced to the highest standard **Threadneedle Media** will not accept responsibility for the reproduction of advertisements that have been supplied without a colour accurate printed proof, nor can it when the PDF artwork has not been supplied to our specification.

### Pass4press joboptions & flattener

threadneedlemedia.com/download/pass4press\_v11-v2\_cc\_new\_font\_singles.pdf

### Pass4press guidelines

threadneedlemedia.com/download/p4pv11\_saved-flattener-presets.flst

threadneedlemedia.com/download/p4p\_v11\_idcc\_pdfx1a.joboptions

## Delivery

### REQUIREMENTS

- Artwork should be delivered by email to **production@hedgemagazine.co.uk** or via web transfer.
- You must notify your account manager of delivery via email.

- DropBox, Google Drive, OneDrive, Box and WeTransfer are all acceptable.
- For email delivery a maximum file size of 20MB applies.

production@hedgemagazine.co.uk

## Colour

### REQUIREMENTS

- Ink limit: 300%
- Cover colour profile: **ISO Coated v2 300% (ECI)**
- Internal colour profile: **PSO Uncoated ISO12647**

- HEDGE uses uncoated paper stock internally and coated paper on its cover.

### ISO Coated v2 300% ECI ICC profile

threadneedlemedia.com/download/isocoated\_v2\_300\_eci.icc

### PSO Uncoated ISO12647 ICC profile

threadneedlemedia.com/download/pso\_uncoated\_iso12647\_bas.icc

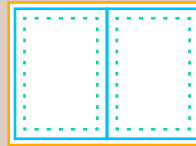
# Print specifications

## Dimensions

### DOUBLE PAGE SPREAD

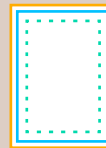
- **Trim** 460mm wide x 285mm high
- **Bleed** 466mm wide x 291mm high
- **Text area** 444mm wide x 269mm high

When supplying a DPS artwork allow a 6mm gutter / double image allowance (3mm per page). This allowance should be on the spine edge and within the trim width. A DPS should be supplied as two single pages, marked LHP and RHP



### FULL PAGE

- **Trim** 230mm wide x 285mm high
- **Bleed** 236mm wide x 291mm high
- **Text area** 214mm wide x 269mm high



### HALF PAGE

- **Trim** 207mm wide x 130.5mm high
- **Bleed** n/a
- **Text area** 197mm wide x 120.5mm high

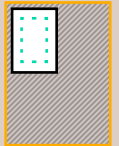
No bleed is required as a white margin is included on all sides



### QUARTER PAGE

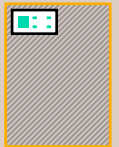
- **Trim** 90.5mm wide x 125.5mm high
- **Bleed** n/a
- **Text area** 80.5mm wide x 115.5mm high

No bleed is required as a white margin is included on all sides



### ESSENTIALS

- There are 8 Essentials premium listings per page.
- Supply a high resolution image plus 50 words including contact details. Please contact the office for production. Final copy must conform to our style guidelines.



# Online specifications

## General

- Advertising packages may include online components. These are run on HEDGE's sister's site squaremile.com and its related platforms.

### REQUIREMENTS

- Completed online artwork must be submitted at least a week before it is scheduled to ensure that it meets our specifications.

- JPG, PNG, HTML5 file formats accepted.
- For website artwork, the file size should be kept under 1MB (rich media may provide streamed content above this limit).
- For newsletter artwork, maximum file size is 300KB.
- We highly recommend keeping the file size even smaller where possible in order to ensure artwork has maximum exposure under restricted bandwidth conditions (eg. newsletters).
- Please note: campaigns not providing a full set of leaderboards and MPUs will be unable to reach our full audience across all devices.

## Rich Media

- Any HTML5 artwork must have an initial/polite load size under 100k, and ideally progressively load on user interaction.
- Flash artwork is no longer supported. In some instances it can be converted to HTML5 using tools widely available on the web but you are required to test the output thoroughly before submission.
- Frame rate must be no more than 20fps.
- Ads must not loop more than three times or exceed a total of 30 seconds animation time.
- No host-initiated audio is permitted. Audio must be user-initiated by clicking within the banner and must contain clearly visible "Mute" and "Stop" functionality.
- Video can be host or user-initiated.

## Colour

- RGB colour only
- Target sRGB IEC61966-2.1 for proofing

## Delivery

### REQUIREMENTS

- Artwork should be delivered by email to [production@squaremile.com](mailto:production@squaremile.com) or via web transfer.
- You must notify your account manager of delivery via email.

- DropBox, Google Drive, OneDrive and WeTransfer are all acceptable.
- For email delivery a maximum file size of 20MB applies.
- Please contact your account manager to confirm receipt of artwork on +44 (0) 20 3970 0330.

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[production@squaremile.com](mailto:production@squaremile.com)  
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# Squaremile.com specifications

## Online campaigns

- We support HTML 5 animated and interactive artwork or PNG/JPG static artwork. No animated GIFs are allowed.
- Static artwork can support HiDPI displays. If you would like to take advantage of this feature, please provide an additional set of artwork at 2x the dimensions below:

### EPIC PARALLAX - SEE NEXT PAGE FOR DETAILS AND EXAMPLES

#### Backgrounds:

- Large displays: 1920px wide x 1080px high
- Medium displays: 970px wide x 450px high
- Small displays: 728px wide x 450px high

#### Billboards:

- Large displays: 970px wide x 250px high
- Medium displays: 728px wide x 250px high
- Small displays: 300px wide x 250px high

All sizes must be included

### LEADERBOARDS

- Large: 728px wide x 90px high
- Medium: 468px wide x 60px high
- Small: 320px wide x 50px high

All three sizes must be included

## What to include

- **Run of Site (ROS) campaigns** should include all Leaderboard sizes and the MPU size (though we recommend also including the Half Page and Double MPU sizes).
- **Homepage Takeover (HPTO) campaigns** should include 3 Epic Parallax creatives, along with at least one instance of all Leaderboard sizes and the Half Page, Double MPU and MPU sizes.
- **Click-through link** you should include the destination URL, as well as the tracking link (where applicable). Please include the destination URL even if you are including a tracking link so that the link can be tested before flight.

### HALF PAGE

- 300px wide x 600px high

### DOUBLE MPU

- 300px wide x 500px high

### MPU

- 300px wide x 250px high

## Notes

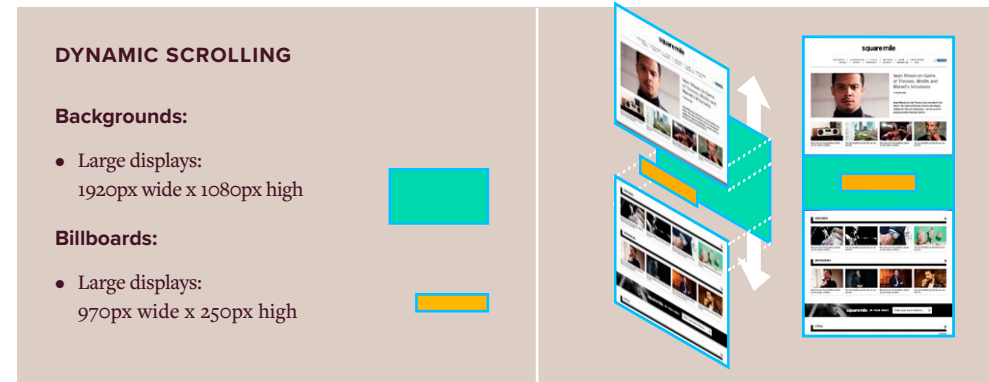
- Static artwork may be compressed for performance optimisation.
- We recommend additional artwork variants of the MPUs for maximum impact.



# Epic Parallax artwork extended specifications

## Responsive design

- The **Epic Parallax** artwork ad slots are designed to respond in order to display effectively on any screen. This means it's important to test the template artwork with a range of different screen sizes to understand how the artwork behaves. Remember that most users will view your artwork on a handful of the most popular devices and screen sizes - so prioritize these.
- You should include artwork for:
  - Large displays: targeting mostly for desktop and larger laptop screens
  - Medium displays: targeting mostly tablet, phablet and small laptop screens
  - Small displays: targeting mostly standard and small mobile screens



## Notes

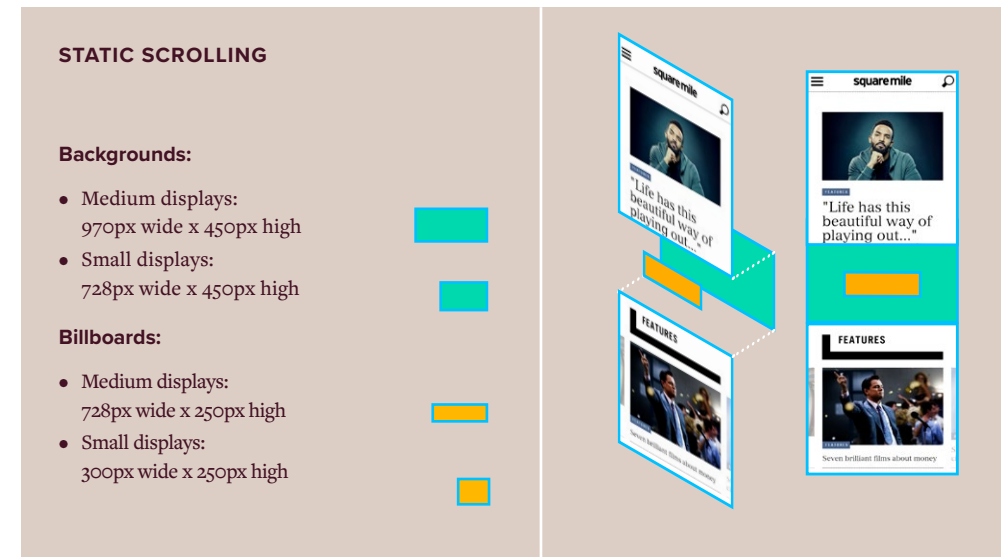
- The billboard is always full viewable so CTAs should be placed on it.
- Billboards can include transparent elements. Use the PNG 24-bit format to enable this. Because they're transparent you don't have to cover the whole area with your CTA. Photographic billboards are better supplied as JPG files.

## Dynamic Scrolling

- The **Epic Parallax** artwork on large displays dynamically shifts the Background as the user scrolls, to give the illusion of depth and draw the eye naturally without being overtly intrusive to the browsing experience.
- It is particularly effective to have your Background's focal point off screen initially and then move into view as the user scrolls.

## Static scrolling

- On medium and small displays, dynamic scrolling of the Background is disabled to conserve battery life on mobile devices - so the Background and foreground Billboard move together.
- The artwork is responsive so the Background can be cropped depending on some screens and the portion obscured by the Billboard will differ.



## Example

- Please use this link to see how the template artwork displays on a variety of screens (copy and paste the link if the button is locked in your PDF reader)

[squaremile.com/epic-parallax/example/](https://squaremile.com/epic-parallax/example/)

# Newsletter specifications

## Newsletter campaigns

- We support static artwork ONLY for newsletter campaigns, in PNG or JPG format. No animated GIFs or HTML 5 animation is allowed.
- Maximum file size 350kb but the smaller the file size, the quicker the ad will load in low-bandwidth scenarios.
- Artwork can support HiDPI displays prevalent on modern smart phones. Use the high definition dimensions below.

### SUPER MPU

- High definition, 2:1 scale - 640px wide x 1280px high (recommended)
- Standard definition, 1:1 scale - 320px wide x 640px high

Super MPU artwork is scaled to an effective display size of 300px wide x 600px high on desktop and full width on mobile to support hi-dpi screens.

Maximum file size 350kb



## What to include

- **Static artwork** in PNG or JPG format at either standard or high definition dimensions.
- **Click-through link** you should include the destination URL, as well as the tracking link (where applicable). Please include the destination URL even if you are including a tracking link so that the link can be tested before flight.

## Notes

- We recommend additional artwork variants of the MPUs for maximum impact.
- Static artwork may be compressed to ensure high performance delivery.
- Tracking pixels are not supported.

