

# The Sport and Exercise Scientist

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



**DIGITAL FORMAT**

## **ADVERTISING GUIDELINES**

Guidelines on supplying advertising artwork for  
*The Sport and Exercise Scientist* digital publication.



**DIGITAL ADVERTISING SPECIFICATION**

# SUPPLYING ARTWORK FOR THE DIGITAL EDITION OF 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:** Adverts should be submitted as press-ready PDF files (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colours to RGB. 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.

**REQUIREMENTS**

- PDF 1.3 (PDF/X-1a compliant)
- All transparency and layers flattened
- RGB Colour only (No spot colour)
- Colour/Mono image resolution 300dpi
- Line art resolution 2400dpi
- Newsprint TAC 240%
- Magazine TAC 300%
- All fonts embedded and subset

**NOT RECOMMENDED**

The following applications (Cairo, Canva, Microsoft Excel, PowerPoint, Publisher and Word, Pages for Mac) are not suitable for creating adverts as they are NOT PostScript

compatible. Text and logos will reproduce as soft and pixellated. Black text will be converted to 4 colour black, which could result in unexpected colours.

**FOR FURTHER INFORMATION**

Please email BASES' Marketing and Communications Manager, Emma Forsyth. [eforsyth@bases.org.uk](mailto:eforsyth@bases.org.uk)

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## **FULL PAGE BLEED ADVERT**

210 mm (width) x 297 mm (height)

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

**EDITORIAL FEATURE**

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**EDITORIAL  
HALF PAGE LANDSCAPE ADVERT**

180mm (width) x 131mm (height)

**EDITORIAL FEATURE**

**EDITORIAL  
HALF PAGE  
PORTRAIT ADVERT**

87mm (width) x  
267mm (height)

**EDITORIAL FEATURE**

**EDITORIAL FEATURE**

**EDITORIAL  
QUARTER PAGE  
ADVERT**

87mm (width) x  
131mm (height)

**EDITORIAL  
EIGHTH PAGE ADVERT**

87mm (width) x  
63mm (height)

**EDITORIAL FEATURE**

**EDITORIAL FEATURE**