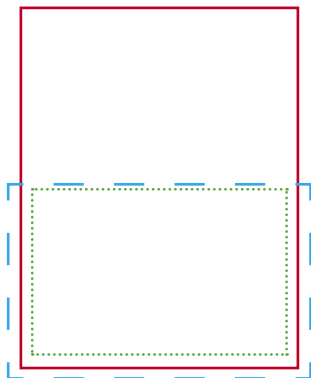


# TOTAL BRAND LICENSING

## Production Information Half Page Advertisements 2022



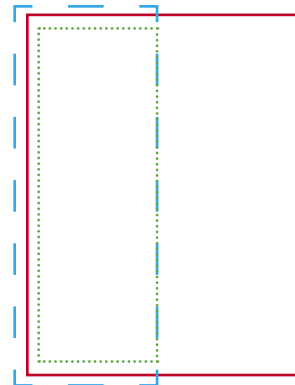
**HORIZONTAL**



If advertisement is bleed, add 3mm (one eighth inch) to bottom and both sides as per dotted line. i.e. total dimensions of ad will be 222mm (8.63") wide by 138mm (5.45") high.



If advertisement is non-bleed, please create artwork to fit 196mm (7.75") width by 125mm (5.00") deep.



**VERTICAL**



If advertisement is bleed, add 3mm (one eighth inch) to bottom top and outside edge as per dotted line. i.e. total dimensions of ad will be 106mm (4.2") wide by 286mm (11.25") high.



If advertisement is non-bleed, please create artwork to fit 95mm (3.75") width by 260mm (10.25") deep.

Advertisers should provide artwork in digital format. Artwork should be in one of the following formats: **Press-ready PDF, Adobe Illustrator file, Adobe Photoshop, JPG, TIFF or EPS.**

All graphics should be produced high-resolution (minimum 300dpi) and should be in a CMYK format.

All fonts used should be embedded.

### **MATERIAL DELIVERY**

#### **Via Email:**

francesca@totallicensing.com

#### **Via your FTP or a third party FTP:**

For large files, you can provide us with details of your ftp for us to download the material, or if preferred, a third-party FTP (eg wetransfer.com, hightail.com etc) and upload your material so that we can access it.

### **MATERIAL DEADLINES**

Winter 2022..... 15 Jan 2022

Summer 2022..... 1 May 2022

Autumn/Fall 2022..... 8 Sept 2022