



NmSBA

NEUROMARKETING SCIENCE & BUSINESS ASSOCIATION

Neuromarketing Yearbook

Ad – Requirements

Note that the yearbook is printed A4/LANDSCAPE.

Type area adverts	Width (mm)	Height (mm)	Bleed (mm)
A) Double page spread	594	210	3
B) Full page ad	297	210	3

Please ensure that all adverts have **3mm 'bleed' on all sides**.

Yearbook size: A4 (**landscape**) 297mm (width) x 210mm (height)

All artwork should be supplied as High-Resolution PDF files, Minimum 300 ppi in CMYK format, with all fonts embedded. RGB Format is NOT acceptable. Pages should contain accurate crop marks that are true to the yearbook trimmed size 210mm high x 297mm wide. All PDFs must be single pages and NOT spreads.

PDF files can be supplied by email or wetransfer.com with either a Matchprint, Cromalin or Laser color proof; or a bromide proof for black and white adverts. Colors are matched to the Pantone® Matching System.

