ITC MALTA

NETWORKING WITH A DIFFERENCE

Delegate Directory
Full Page
Advert Guidelines

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Advert Dimensions

The following guidelines have been created to assist you in supplying your advert to us at the correct size to enable us to print your advert to the highest quality.

Advert Size

WIDTH 210mm **HEIGHT** 297mm

The advert size is the final, finished dimensions of your printed advert after it has been cut to size and the bleed removed.

Bleed

WIDTH 220mm **HEIGHT** 307mm

Extend the background of your advert **5mm** beyond the advert size on all sides of the artwork, bringing your total artwork size to 220mm x 307mm.
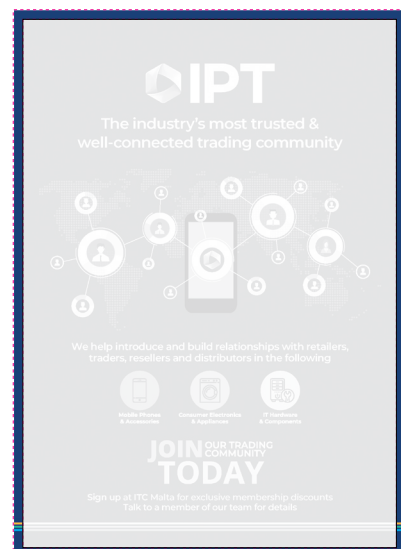
This ensures your design fully reaches the edge of the advert size, avoiding unsightly white borders once printed and trimmed.
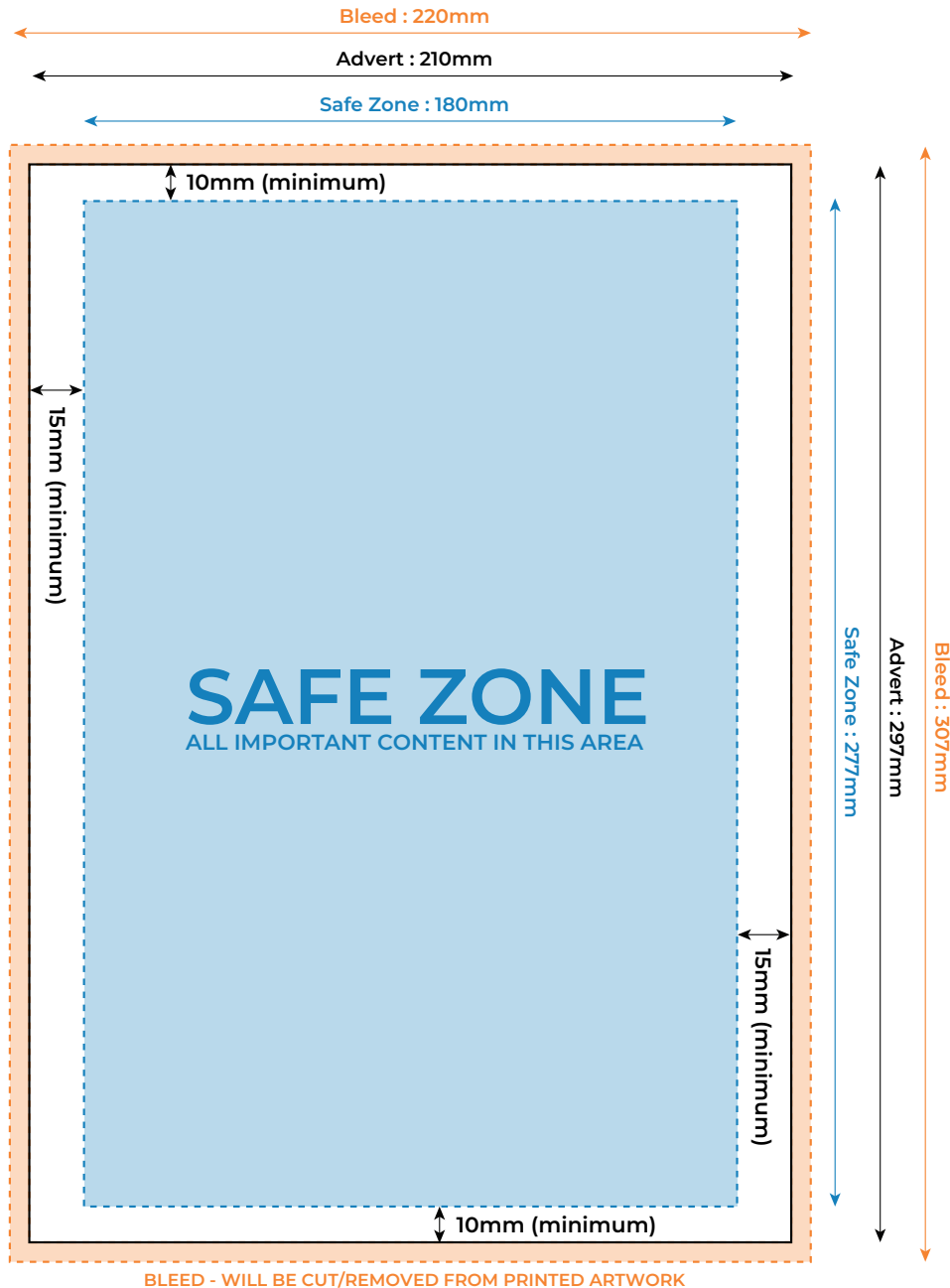
Safe Zone

WIDTH 180mm **HEIGHT** 277mm

Allow a minimum of **10mm** top and bottom, and **15mm** left and right from the edge of the advert size.

Keep all text and graphics in this zone.

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Full-Page Advert Dimensions

Bleed : 220mm

Advert : 210mm

Safe Zone : 180mm

10mm (minimum)

15mm (minimum)

SAFE ZONE
ALL IMPORTANT CONTENT IN THIS AREA

Safe Zone : 277mm

Advert : 297mm

Bleed : 307mm

15mm (minimum)

10mm (minimum)

BLEED - WILL BE CUT/REMOVED FROM PRINTED ARTWORK

Advert Size

WIDTH 210mm **HEIGHT** 297mm

The final trimed size of your printed advert.

With Bleed

WIDTH 220mm **HEIGHT** 307mm

A 5mm bleed must be added to all sides of the artwork. Ensure background extends into this area.

Safe Zone

WIDTH 180mm **HEIGHT** 277mm

Keep all important information in this zone to prevent it from being removed once trimmed.

Creating Your Artwork

IMPORTANT DESIGN CONSIDERATIONS

Creating files for print within our Delegates Directory requires certain key considerations, we list these below as a helpful guide when designing & exporting your adverts

1 | Colour

Use **CMYK** for all colour elements in your advert.

Avoid RGB, Spot, Indexed, or Lab colours, as they will be converted to CMYK, and we cannot guarantee colour accuracy after conversion.

2 | Images

Whenever possible, use **scalable vector** format for logos created using professional design software.

All images must be high resolution a minimum of **300 DPI**; do not increase DPI artificially in Photoshop, as this causes pixilated, blurry or low-quality images.

3 | Text

Use clear, **legible typefaces** at a size that are easy to read at a glance.

Avoid placing text over complex or detailed backgrounds that could make it hard to read.

4 | Size, Bleed & Safe Zone

Advert size represents the final dimensions of your advert after it has been printed and trimmed.

All artwork must include a **5mm bleed**. Ensure the advert **background extends fully into the bleed** to avoid unsightly white borders after trimming.

Keep all important text, logos and content within the **safe zone** - with a 15mm left and right margin and a 10mm top and bottom margin.

5 | Your PDF

Adverts must be provided as a **high-resolution PDF** (PDF v1.3 or higher , PDF/X-1a compliant).

Use professional design tools. Files created in Microsoft Paint, Word or PowerPoint will **NOT** be accepted.

Ensure all images and fonts are embedded and that crop marks are **NOT** included on supplied PDF artwork files.

GOOD
Vector format

BAD
Raster format

GOOD
High-resolution image (300DPI)

BAD
Low-resolution image (72DPI)

GOOD
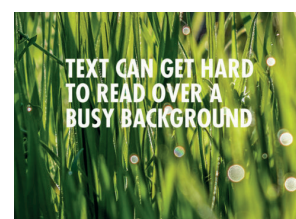Use of bleed. Text inside of safe zone
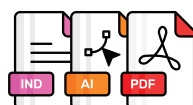
BAD
No bleed. Text outside of safe zone

GOOD
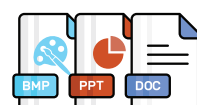Readable text on a clear background

BAD
Unreadable text on a detailed background

GOOD
Print-ready PDF or professional design tool files

BAD
Artwork created in Paint, Word or Powerpoint