

# ITC MALTA

MEET · TALK · TRADE

eBay

## Rethinking Refurbished: eBay's Global Approach to Circular Commerce

eBay's Regional  
Leaders on Redefining  
Trust, Scaling Seller  
Success, and Making  
Circular Commerce  
Instream

### Trading Smarter, Why Refurbished Gaining Ground

Refurbished tech is on the rise, and it's not just in the US. In the UK, the second-hand market is increasingly capturing the attention of consumers and price-conscious buyers. eBay is leading the way in helping sellers and buyers trade through its platform, and the company is also supporting initiatives that help to reduce the demand for new products.

### Confidence in Sustainable Returns

Confidence

Delegates Directory  
**Double Page**  
Editorial Guidelines

# Double Page Editorial

The following guidelines have been created to assist you in supplying your double page editorial to us at the correct size, ensuring it can be printed to the highest quality.

## Editorial Page Size

**WIDTH** 420mm **HEIGHT** 297mm

This is the final, finished size of the editorial page once printed and trimmed. All editorial content must be designed to these dimensions.

## Bleed

**WIDTH** 430mm **HEIGHT** 307mm

Extend all background colours and images **5mm** beyond the editorial page size on all sides, bringing the total artwork size to 430mm x 307mm.

This ensures backgrounds and imagery reach the edge of the page once printed and trimmed, avoiding unwanted white borders.

## Safe Zone

**WIDTH** 180mm **HEIGHT** 277mm

Allow a minimum clearance of **10mm** from the top and bottom, and **15mm** from the left and right from the edge of each page of the editorial spread.

All text, logos, and key visual elements must remain within this safe zone to ensure they are not affected by trimming.

**CENTREFOLD**

**The Partner of Choice for Extending the Life of Mobile Devices**

At Assurant, we help over 300 million people around the world stay connected by working with the world's top brands to protect, support and optimise mobile device use.

**"We help people thrive in a connected world."**

**Proven Impact Since 2009**

- Through our Tablets and Laptops programme, Assurant has:
  - Protected 90 million devices
  - Directed 2000 metrics tonnes of e-waste
  - Added 8.4 million metrics tonnes of CO2 savings

What else you did not see: 52 billion in customer savings in our device, helping 5.4 million small businesses while going green device a second life through our certified e-waste solutions.

**Why Choose Us?**

- Industry leading partnering platform
- Access to large volume
- High-quality devices with automatic checks
- Comprehensive data security capabilities

**Flexible Services for Retailers & Traders**

We offer a wide range of services, including:

- Bill inserts
- Individual phone and activation
- Trade-in and upgrade programmes
- Warranty and repair services

**Butter Returns for Businesses**

Our device discounts are available across all of our devices. With a guaranteed pricing and a range of year 200 equipment, we can help you match each device with the right hardware for your price. The highest quality devices are available.

What's more, our qualified device return our best channels, ensuring that your customers get reliable, high-quality hardware every time.

**DISCOVER HOW WE CAN WORK TOGETHER AT ASSURANT.COM**

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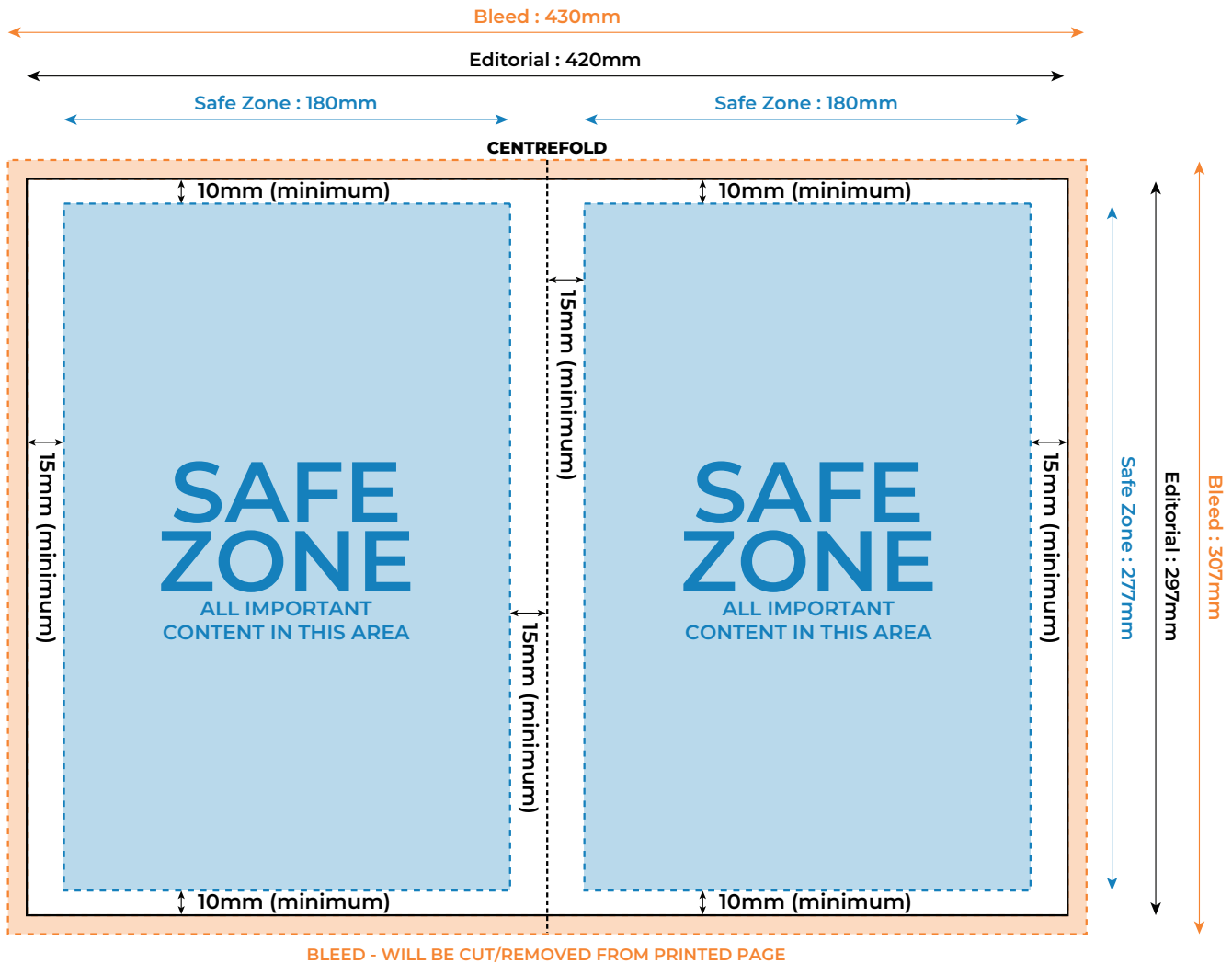
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# Double Page Editorial Dimensions



## Editorial Size

**WIDTH** 420mm **HEIGHT** 297mm

The final trimmed size of your printed editorial page.

## With Bleed

**WIDTH** 430mm **HEIGHT** 307mm

A 5mm bleed must be added to all sides of the editorial page. 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 Editorial

## IMPORTANT DESIGN CONSIDERATIONS

Creating files for print within the ITC Delegates Directory requires certain key considerations. We list these below as a helpful guide when designing and exporting your editorial content.

### 1 | Colour

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

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** at final size. Do not increase DPI artificially in Photoshop, as this can result in pixilated, blurred, or low-quality images.

### 3 | Text

Use clear, **legible typefaces** at a size that are easy to read in a printed publication.

Avoid placing text over complex or highly detailed backgrounds that could reduce readability.

### 4 | Size, Bleed & Safe Zone

**Editorial page size** represents the final dimensions of your page once printed and trimmed.

All artwork must include a **5mm bleed**. Ensure **backgrounds and images extend fully into the bleed** to avoid unwanted white borders after trimming.

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

### 5 | Your PDF

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

Use professional design software. 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 files.



GOOD

Vector format



BAD

Raster format



GOOD

High-resolution image (300DPI)



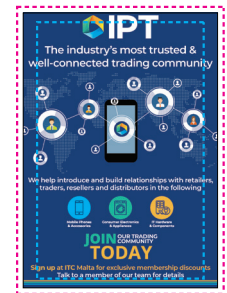
BAD

Low-resolution image (72DPI)



GOOD

Use of bleed. Text inside of safe zone



BAD

No bleed. Text outside of safe zone



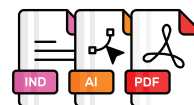
GOOD

Readable text on a clear background



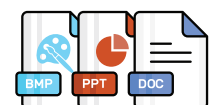
BAD

Unreadable text on a detailed background



GOOD

Print-ready PDF or professional design tool files



BAD

Artwork created in Paint, Word or Powerpoint