

# 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 its outwardly as popular as the second best. As e-commerce markets like the US, UK, and India mature, buyers are increasingly looking for quality, recycled products over new. With the help of technology, sellers can now offer a programmatic and global seller approach to the platform, allowing for increasing sales in most of the developed world, including what is called circular commerce.

Confidence  
Trust and  
Sustained  
Growth

Confidence

## Delegates Directory Single Page Editorial Guidelines

# Single Page Editorial

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

## Editorial Page Size

**WIDTH 210mm 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 220mm HEIGHT 307mm**

Extend all background colours and images **5mm** beyond the editorial page size on all sides, bringing the total artwork size to 220mm x 307mm.

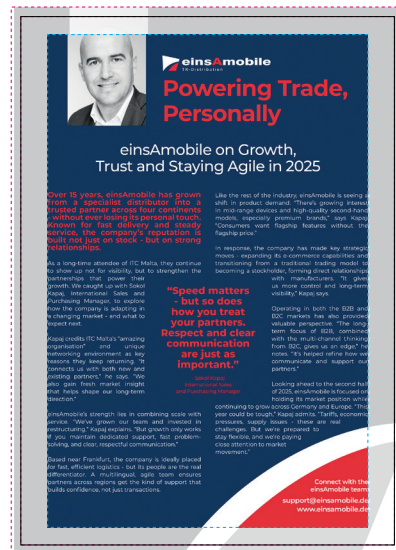
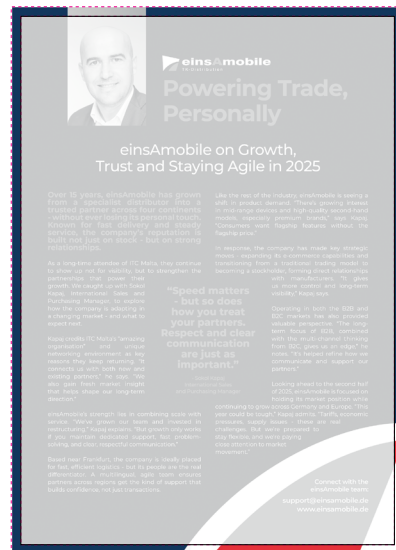
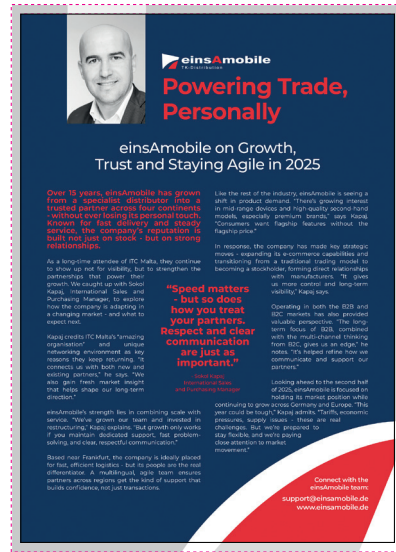
This ensures backgrounds and imagery reach the edge of the page once printed and trimmed, avoiding unwanted white borders.

## Safe Zone

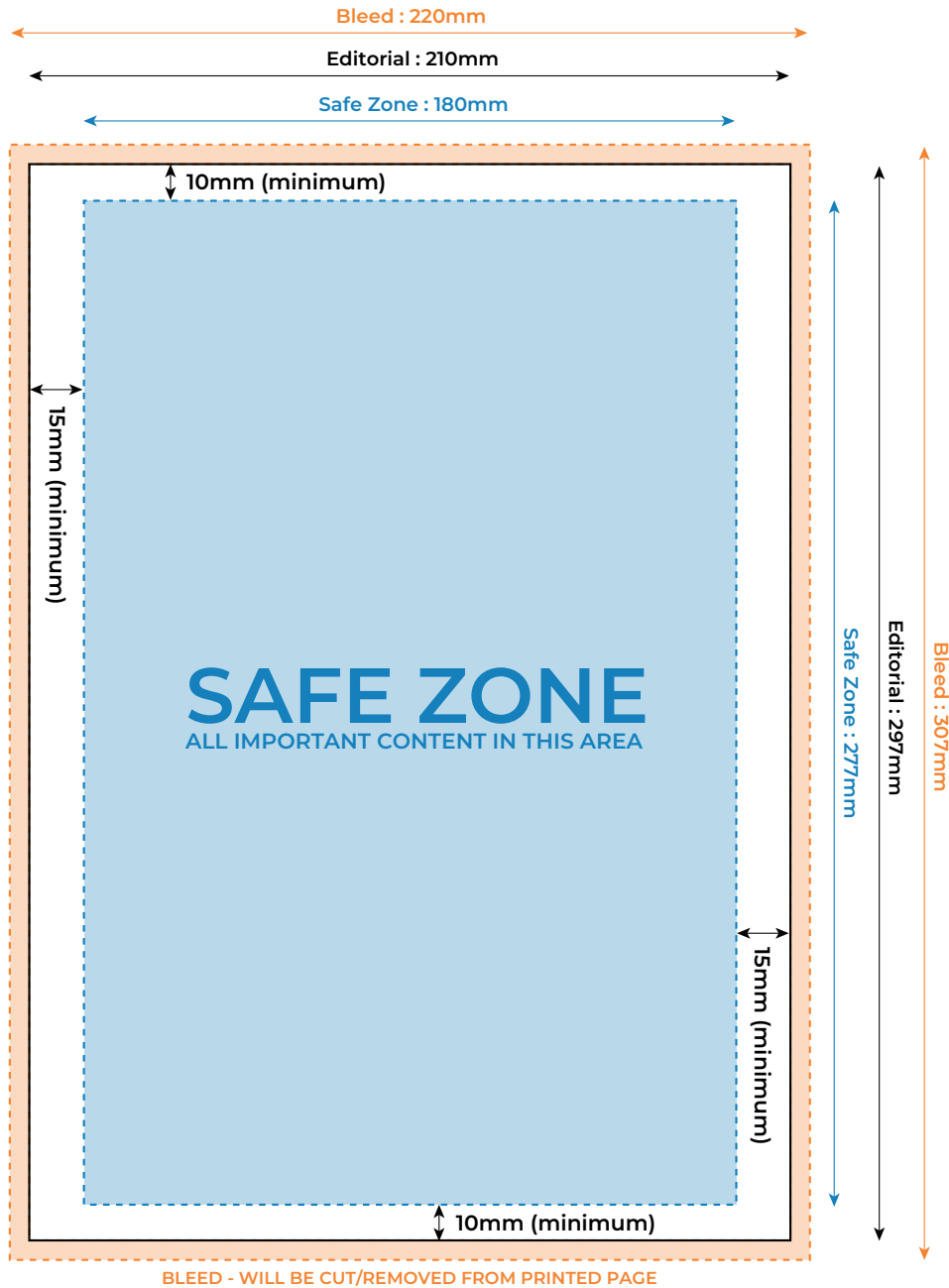
**WIDTH 180mm HEIGHT 277mm**

Allow a minimum clearance of **10mm** from the top and bottom, and **15mm** from the left and right

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



# Single Page Editorial Dimensions



## Editorial Size

**WIDTH** 210mm **HEIGHT** 297mm

The final trimmed size of your printed editorial page.

## With Bleed

**WIDTH** 220mm **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.

# 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."**

**Maximising Value, Minimising E-Waste.**

Every solution we offer is designed with a clear goal: extend device life and reduce environmental impact. We select, repair and replace components to our exacting standards, using only the best materials to our to create and support the profit towards a more circular economy.

Customers rely heavily on their devices. Downtime causes frustration, lost sales and lost productivity. We work to ensure an optimal experience, called repair and device protection, to help your business stay open and your customers happy. Our repair and replacement and technology are designed to deliver consistent, high quality results at scale.

**Why Choose Us?**

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

**Flexible Services for Retailers & Traders**

We offer a wide range of services, including:

- On-site repairs
- Individual store and nationwide
- Trade-in and upgrade programmes
- Warranty and insurance

The flexibility means you can offer more to your customers while reducing costs and improving sustainability.

**Proven Impact Since 2009**

Through our Trade-In and Upgrade programmes, Assurant has:

- Reprocessed 90 million devices
- Diverted 2000 metric tonnes of e-waste from landfill
- Added 8.4 million extra tonnes of CO<sub>2</sub> savings

We've also saved over \$2 billion in customer spending on old devices. Helping you save and purchase while giving these devices a second life through our certified repair programme.

**Butter Returns for Businesses**

Our certified devices are affordable, accessible and easy to integrate. With a guaranteed working life and a range of year 2020 components, our certified, low margin devices are the right choice for your business. The highest quality devices, at the lowest price.

What's more, our certified devices enter our resale channels, ensuring that your customers get reliable, high quality hardware every time.

DISCOVER HOW WE CAN WORK TOGETHER AT [ASSURANT.COM](http://ASSURANT.COM)

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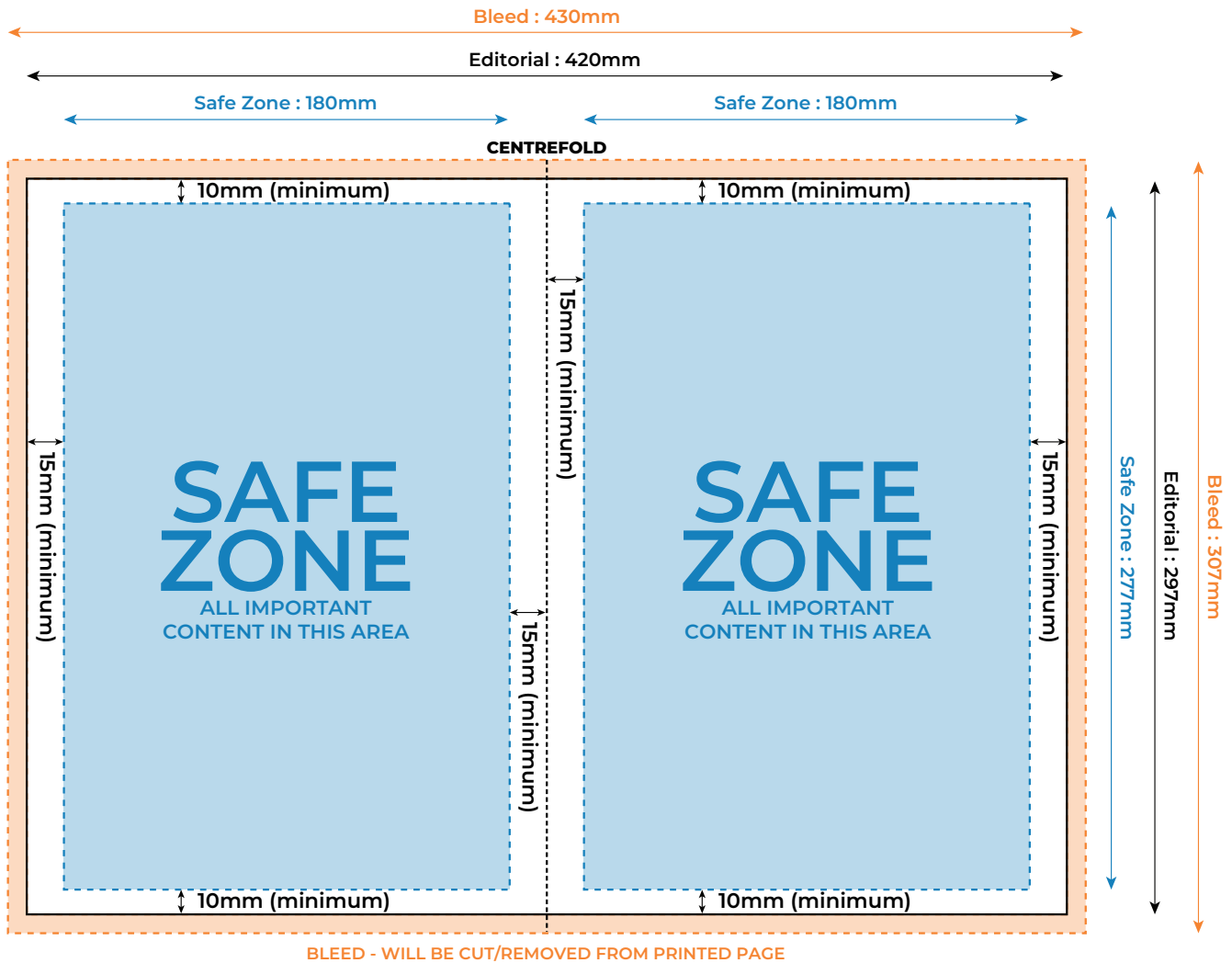
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# Double Page Editorial Dimensions



## 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



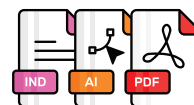
**GOOD**

Readable text on a clear background



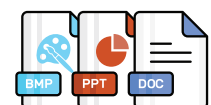
**BAD**

Unreadable text on a detailed background



**GOOD**

Print-ready PDF or professional design tool files



**BAD**

Artwork created in Paint, Word or Powerpoint