

Technical Specifications

...in print

Full page advertisement size

Trim:
245mm (Width) by 335mm (Height)
Type Area:
235mm (Width) by 325mm (Height)
Bleed:
255mm (Width) by 345mm (Height)
Gutter allowance:
12mm on both sides of page

Half page advertisement size

Horizontal half page:

Trim:
235mm (Width) by 157mm (Height)
Gutter allowance:
12mm on both sides of page

Vertical half page:

Trim:
112mm (Width) by 325mm (Height)
Gutter allowance:
12mm on both sides of page

Quarter page advertisement size

Trim:
235mm (Width) by 74mm (Height)
Gutter allowance:
12mm on both sides of page

DPS advertisement size

Trim:
490mm (Width) by 335mm (Height)
Type Area:
480mm (Width) by 325mm (Height)
Bleed:
500mm (Width) by 345mm (Height)
Gutter allowance:
12mm on both sides of page

Cover page advertisement size

Trim:
245mm (Width) by 260mm (Height)
Type Area:
235mm (Width) by 250mm (Height)
Bleed:
255mm (Width) by 270mm (Height)

- Bleed for full page/DPS/Cover page advertisement is a MUST, unless it is a float ad.
- Bleed for half and quarter page advertisement is not necessary.

...e-mag

Quarter page strip

Trim:
40mm (Height) x 192mm (Width)

Full page

Trim:
250mm (Height) x 192mm (Width)

We accept the following digital files:

- High resolution PDF format (Fonts embedded)
- File size must not exceed 2 MB

Note:

We do not recommend font size of below 12 points within the ad

www.contentasia.tv

Web Banner

Dimensions:
745 x 60 Pixels
Filesize:
500kb Max
Animation loop:
10 seconds Max
Format:
JPEG or GIF only

Web Button

Dimensions:
130 x 130 Pixels
Filesize:
500kb Max
Animation loop:
10 seconds Max
Format:
JPEG or GIF only

Technical Material

- Artwork must be sent in high-res PDF format ONLY
- Bleed for full-page/DPS/cover artwork is a MUST, unless it is a float ad
- File must be in CMYK mode
- A production fee will be levied for artwork which does not adhere to the above format

Artwork can be sent:

By EMAIL

Files should be sent to nicky@contentasia.tv
Please notify us if the file size is larger than 10MB.

By FTP

FTP hostname: <ftp.contentasia.tv>
User: contentasia@contentasia.tv
Password: contentasia

By COURIER

If you are sending artwork on a CD, please address it to:
ContentAsia
c/o Pencil Media Pte Ltd
730A Geylang Road
Singapore 389641
Contact Nicky Olausson (T: +65 6846 5983, E: nicky@contentasia.tv)

Please send an email telling us when the package has been shipped.
Please include the name of the freight company and the airway-bill number.