Pharmafocus, Pharmafile and Pharmafile.com spec sheet

Pharmafocus **newspaper** advert sizes

DPS
594(w) x 420(h)mm + 3mm bleed
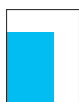
A3 FIREPLACE
420(w) x 297(h)mm + 3mm bleed

A3 FULL PAGE
297(w) x 420(h)mm + 3mm bleed

A4
210(w) x 297(h)mm + 3mm bleed

HALF A3 PAGE
297(w) x 210(h)mm + 3mm bleed

THIRD A3 COLUMN
99(w) x 420(h)mm + 3mm bleed

QUARTER A3 PAGE
133(w) x 188(h)mm + 3mm bleed

BOTTOM STRIP
297(w) x 64(h)mm + 3mm bleed

Pharmafocus **newspaper** sponsored editorial sizes and requirements

QUARTER A3 PAGE 550 words
THIRD A3 PAGE 800 words
HALF A3 PAGE 1000 words
FULL A3 PAGE 1800 words

- Article dimensions may vary
- Copy will be formatted to Pharmafocus house style

Please supply the following materials:
- Editorial copy plus byline info (author name, job title, company, email address or website) (**Word document**)
- Company logo (**300 ppi .tif/.jpg/.eps**)
- Author picture (optional; **300 ppi .tif/.jpg/.png**) – additional images will only accommodated in full A3 page sponsored editorials

Pharmafile **directory** advert sizes

DPS
297(w) x 210(h)mm + 3mm bleed

A5 FULL PAGE
148(w) x 210(h)mm + 3mm bleed

HALF A5 PAGE
62(w) x 180(h)mm + 3mm bleed

- Please supply all adverts as **Adobe Acrobat PDF** files
- PDFs must be optimised for high quality printing
- All colours (including pictures) must be **CMYK**
- Artwork must include high resolution graphics (**300ppi**) and **embedded fonts**
- Bleed adverts must have **registration and bleed marks**
- Please note we are unable to amend PDF files

Pharmafile **directory** profile requirements

FULL PAGE PROFILE
(designed by Pharmafile)
- Company logo (**300 ppi .tif/.jpg/.eps**)
- Company profile statement (**Word document**): 250 words plus bulleted sections, e.g., Expertise, Services
- List of key personnel and contact information

HALF PAGE PROFILE
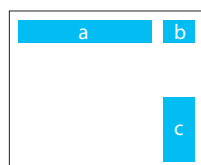(designed by Pharmafile)
- Company logo (**300 ppi .tif/.jpg/.eps**)
- Company profile statement (**Word document**): 100 words plus bulleted sections, e.g., Expertise, Services
- List of key personnel and contact information

ENHANCED COMPANY LISTING
(designed by Pharmafile)
- Company logo (**300 ppi .tif/.jpg/.eps**)
- List of key personnel and contact information
- Company statement (**Word document**): up to 20 words
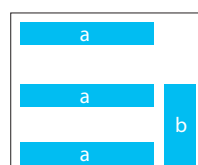
Pharmafile.com **website** advert sizes

a) Leaderboard 728(w) x 90(h) pixels
b) Button 200(w) x 90(h) pixels
c) Mini tower 160(w) x 320(h) pixels
- Please supply **.gif**, **.jpg** or **flash** files (**38k max**)

Pharmafile.com **e-newsletter** advert sizes

a) Banner 468(w) x 60(h) pixels
b) Mini tower 120(w) x 240(h) pixels
- Please supply **.gif** or **.jpg** files (**38k max**) – adverts must be **static**