



PRINT SPECIFICATIONS

GENERAL

REQUIREMENTS

- Artwork must be supplied as a high resolution PDF
 - All images must be embedded, at a minimum of 300dpi
 - CMYK colours only are allowed
 - All fonts must be embedded
 - Artwork must be flattened
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- Extended guidelines and joboptions for PDF creation can be found under the PPA's pass4press section. Please use the most recent version to ensure your PDFs are print-ready.
 - Please follow all specifications carefully. While every effort is made to ensure that all advertisements are reproduced to the highest standard Twenty Two Media will not accept responsibility for the reproduction of advertisements that have been supplied without a printed proof, nor can it when the PDF artwork has not been supplied to our specification.
 - When supplying DPS artwork allow a 0.25in gutter / double image allowance (0.125in per page). This allowance should be on the spine edge and within the trim width.

PRINT SPECIFICATIONS

DELIVERY

REQUIREMENTS

- Artwork should be delivered by email to **productionto@escapism.to** or via web transfer.
- You must notify your account manager of delivery via email.

- DropBox, Google Drive, OneDrive and WeTransfer are all acceptable.
- For email delivery a maximum file size of 20mb applies.
- Please contact your account manager to confirm receipt of artwork.

COVER COLOUR

- The cover of Escapism uses uncoated paper stock. Please use Uncoated FOGRA29 (ISO 12647 - 2:2004) profile for proofing.
- Ink limit - 300%.

BODY COLOUR

- The body of Escapism uses coated paper stock. Please use Coated FOGRA39 (ISO 12647 - 2:2004) profile for proofing.
- Ink limit - 300%
- When using black text, do not use rich black and only use 100% black (C=0, M=0, Y=0, K=0).

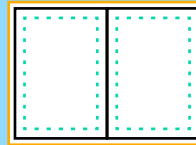


PRINT SPECIFICATIONS

DIMENSIONS

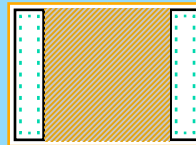
DOUBLE PAGE SPREAD

- **Trim** 16.5in w x 10.875in h
- **Bleed** 16.75in w x 11.125in h
- **Text area** 7.25in w x 9.875in h
- *When supplying a DPS artwork allow a 0.25in gutter / double image allowance (0.125in per page). This allowance should be on the spine edge and within the trim width. A DPS should be supplied as two single pages, marked LHP & RHP*



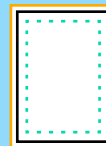
COLUMN AD

- **Trim** 2.74in w x 10.875in h
- **Bleed** 2.99in w x 11.125in h
- **Text area** 1.91in w x 9.875in h



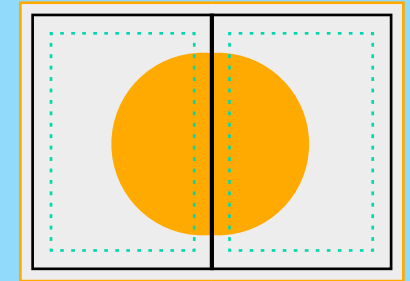
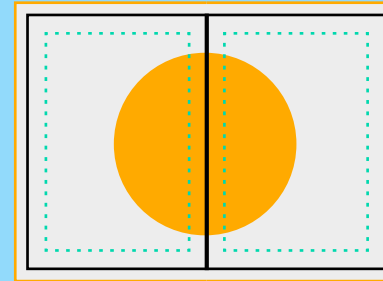
FULL PAGE

- **Trim** 8.25in w x 10.875in h
- **Bleed** 8.5in w x 11.125in h
- **Text area** 7.25in w x 9.875in h



GUTTER OVERLAP

ADDING GUTTER ALLOWANCE



- **Step 1:** Place the artwork making sure it extends to the bleed.
- **Step 2:** Position copy separately over top of artwork within the text area.
- **Step 3:** Copy the image and separate into two parts: 1 left hand page, 1 right hand page)
- **Step 4:** Select the left hand page image (not frame) and shift 0.125in left. Select the right hand page image (not frame) and shift 0.125in right. Text should remain in same position.

ONLINE SPECIFICATIONS

GENERAL

REQUIREMENTS

- Completed online artwork must be submitted at least a week before it is scheduled to ensure that it meets our specifications.

- JPG, PNG, HTML5 file formats accepted.
- File size should be kept under 1mb (rich media may provide streamed content above this limit).
- We recommend keeping filesizes even smaller where possible in order to ensure artwork has maximum exposure under restricted bandwidth conditions - particularly for newsletters.
- Please note: campaigns not providing a full set of leaderboards and MPUs will be unable to reach our full audience across all devices.

COLOUR

- RGB colour only
- Target sRGB IEC61966-2.1 for proofing

RICH MEDIA

- Any HTML5 creatives must have an initial/polite load size below 100k, and ideally progressively load on user interaction.
- Flash creatives are no longer supported. In some instances they can be converted to HTML5 using tools widely available on the web but you are required to test the output thoroughly before submission.
- Frame rate must be no more than 20fps.
- Ads must not loop more than three times or exceed a total of 30 seconds animation time.
- No host-initiated audio is permitted on escapism.to. Audio must be user-initiated by clicking within the banner and must contain clearly visible "Mute" and "Stop" functionality.
- Video can be host or user-initiated.

DELIVERY

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ONLINE SPECIFICATIONS

ONLINE CAMPAIGNS

- We support HTML 5 animated & interactive artwork or PNG/JPG static artwork.
- Static artwork can support HiDPI displays. If you would like to take advantage of this feature, please provide an additional set of artwork at 2x these dimensions:

LEADERBOARDS

- Desktop: 728px w x 90px h
- Tablet: 468px w x 60px h
- Mobile: 320px w x 50px h
- *All three sizes must be included*




EPIC PARALLAX

Backgrounds:

- Desktop: 1920px w x 1080px h
- Tablet: 970px w x 450px h
- Mobile: 728px w x 450px h

Billboards:

- Desktop: 970px w x 250px h
- Tablet: 728px w x 250px h
- Mobile: 300px w x 250px h




WHAT TO INCLUDE

- **Run of Site (ROS) campaigns** should include all Leaderboard sizes, and the MPU size (though we recommend also including the Half Page and Double MPU sizes).
- **The Epic Parallax** requires the full set of background and billboard sizes for each parallax strip.
- **Homepage Takeover (HPTO) campaigns** should include 3 Epic Parallax creatives, along with at least one instance of all Leaderboard sizes and the Half Page, Double MPU and MPU sizes.


HALF PAGE

- 300px w x 600px h




DOUBLE MPU

- 300px w x 500px h



MPU

- 300px w x 250px h



NOTES

- Billboards on **Epic Parallax** placements can include transparent elements. Use the PNG 24-bit format.
- Static artwork may be compressed for performance optimisation.
- We recommend additional artwork variants of the MPUs for maximum impact.

NEWSLETTER CAMPAIGNS

- Artwork is not limited to static images; can be animated
- Click-through URL should be provided with creative.

SUPER MPU

- 640px w x 1280px h
- *Super MPU artwork is scaled to displayed at 300px w x 600px h on desktop and full width on mobile to support hi-dpi screens.*

