**Technical requirements
for advertising modules placed in the journal**

# Medical Council (205 x 280 mm)

## Supplement to the Pocket Guidelines Journal (115 x 160 mm)

## Advertising modules materials shall be accepted in programs

- **Adobe Illustrator (AI or EPS) CS6 forward**
  – all raster objects in vector files should be embedded (Embed);
  – CMYK colour gamut;
  – All fonts should be converted to curves (Create Outlines).
- **PDF**
  – all fonts should be converted to curves (Create Outlines);
  – colour separation profile corresponding to the journal and location of the advertising unit should be embedded in PDF (PSO_LWC_Improved_eci.icc (block); ISOcoated_v2_eci.icc (cover)
- **Adobe Photoshop (TIFF)**
  – CMYK colour gamut without LZW compression.

Advertising materials shall be accepted complete with the attached additional preview files in PDF or JPG formats as 100%-sized.
Module layout should strictly comply with ADVERTISING PUBLICATION FORMATS.
The minimum allowable line thickness is 0.25 pt (single colour), 0.5 pt (more than one colour), 1 pt (white).
The minimum font size is 7 pt (single colour), 9 pt (inverse text).
Total ink for the cover and block is 300%.
The advertising unit should contain the mark "advertising" or "promoted content" anywhere in the unit in a font of at least 7 pt.

Warning statements:
- **Medicinal products, medical services, treatment methods and medical equipment - 5% of the advertising space**
- **BAA - 10% of the advertising space**

## Standard modules

| Size | Orientation | Medical Council | Pocket guidelines |
|---|---|---|---|
| **1 page** | Vert. | Bleed size 215 x 290 mm Cut size 205 x 280 mm | Bleed size 125 x 170 mm Cut size 115 x 160 mm |
| **1\2 page** | Horiz. | 176 x 117 mm* | X |
| | Vert. | 85 x 240 mm* | X |
| **1\3 page** | Horiz. | 176 x 77 mm* | X |
| | Vert. | 55 x 240 mm* | X |
| **1\4 page** | | 85 x 117 mm* | X |

* Format to place inside the type page (you do not need to add anything to make bleed on the sides)

## Modules for perforated insert (2 pages)

| Medical Council | Pocket guidelines |
|---|---|
| Bleed size 215 x 290 mm Cut size 205 x 280 mm | Bleed size 125 x 170 mm Cut size 115 x 160 mm |
| Indent inward from the cut format to the major layout elements 25 mm | Indent inward from the cut format to the major layout elements 25 mm |

## Modules for perforated insert (4 pages)

| Medical Council |
|---|
| Bleed size 400 x 290 mm Cut size 390 x 280 mm |
| Indent on a perforated page inward from the cut format to the major layout elements 25 mm |

## Modules for 1st cover flap

| Medical Council |
|---|
| **Top side** Bleed size 141.5 x 225 mm Cut size 131.5 x 215 mm |
| **Back side** Bleed size 141.5 x 290 mm Cut size 131.5 x 280 mm |

## Gate-folder

| Medical Council |
|---|
| Bleed size 408 x 290 mm Cut size 398 x 280 mm |
| Indent inward from the spine to the major layout elements 14 mm |