

# File formats and dimensions

## - 1/4 page package



## #1 Magazine advertisements



Double page (US Letter format) - a.k.a. a 'spread'

Note there are *three* possible shapes:

- Left: 1/4 page horizontal - 203 x 62mm
- Center: 1/4 page stubby - 100 x 128mm
- Right: 1/4 page vertical - 48 x 260mm

The assumed/default format is the vertical unless otherwise specified in order.

Required file format: **PDF**  
(not jpg or tiff)



Bleed and cropmarks *not* necessary.

## #2 Banner ads

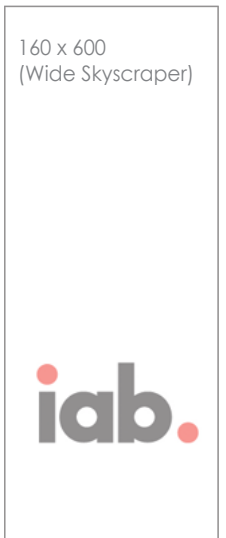
Sample banners shown to approx. 1/2 life size

X-Ray Magazine offer the following international *standard* formats: (Pixels - width x height)

Formats highlighted in **bold** and listed below are included. You may submit a mix (max 5) of these sizes - the system will display one at a time in random rotation. Click on the links to see a size template.

- ▶ **180 x 150 (Rectangle)**
- ▶ **300 x 250 (Medium Rectangle)**

Required file format: **jpg, gif or png - or HTML5**  
Max file size: **200kb total, max load 40kb.**  
HTML5: Submit as zip-file



For further information see: <http://mediainfo.xray-mag.com>