



## Mechanical Data

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<b>Cover price</b>	£2.40	<b>Print Sizes</b>	<b>Production controller</b>
<b>Cover date</b>	Saturday each week, on sale the preceding Thursday	Full page 242mm x 181mm	Simon Hall 020 8652 4449
<b>Copy date</b>	Colour and monotone – 11 days before the cover date	Double page spread 242mm x 390mm	<b>Copy address</b> New Scientist Reed Business Information 11th Floor, Quadrant House The Quadrant, Sutton Surrey SM2 5AS
<b>Bleed</b>	Full page 281mm x 213mm trims to 276mm x 210mm  Double page spread 281mm x 426mm trims to 276mm x 420mm  Vital matter should be at least 10mm from the trim edge	Half page horizontal 120mm x 181mm  Half page vertical 242mm x 88mm  Third page horizontal 80mm x 181mm  Quarter page horizontal 61mm x 181mm  Quarter page vertical 242mm x 44mm  Quarter page portrait 120mm x 88mm  Display unit 44mm x 44mm	<b>Advertising contact</b> Melanie Bowles Display Advertisement Manager New Scientist, 3rd Floor 151 Wardour Street London W1F 8WE  Tel 020 7331 2703 Fax 020 7331 2714  email displayads@newscientist.com
<b>Production</b>	Printed by offset-litho		<i>Insert specifications and delivery details are available on request</i>
<b>Four colour</b>	Electronic artwork is the preferred format sent by ADS, ISDN or Quick Cut. If you need to supply film transparencies or cromalins, please call Simon Hall on 020 8652 4449	<b>Web Sizes</b>	<i>Standard Terms and Conditions of Acceptance Apply</i>
<b>Monotone</b>	Please supply film positives or original artwork	Banner 468 x 60 pixels  Skyscraper 120 x 600 pixels  Pop-up 200 x 200 pixels	
<b>Screen</b>	Colour 133 (55mm) Mono 120 (50mm)	<b>Web ad serving reporting software</b> Adtech – Helios	
<b>Film</b>	Positive, right reading, emulsion down		