

Advert Design Guide

For Adverts designed for the Lowdown Magazine.

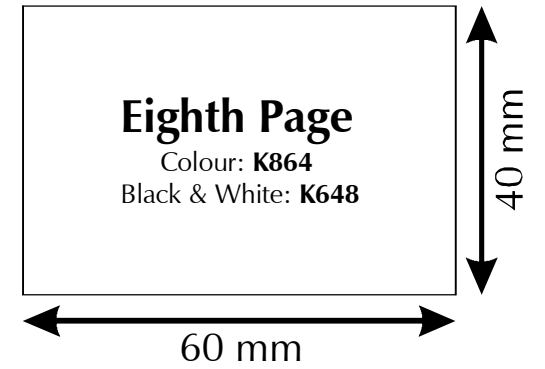
the Lowdown



12.85 x 19 cm: Text must remain within this border.

14.85 x 21 cm: Full Page Dimensions. This will be where the page ends.

15.46 x 21.6 cm: Full Page + Bleed (3mm per side) Photo's and colour boxes can stretch to this size.



The full page advert is the only advert which requires bleed. All other adverts should be designed to the specifications on this page. We recommend placing a border around the advert to distinguish it from other adverts or text on the page.

