

AD MATERIAL SUBMISSION

Electronic copy accepted only (Strictly Macintosh application).

Print File Requirements

- High-res (DPI300) PDF file with 5mm bleed on all sides
- Font to be embedded
- Trim-mark offset, at least 5mm away from trim line
- Convert to CMYK format with below 300% TAC (please do not use Pantone/RGB/spot colours)
- Black text to be supplied in single black
- Images and Text to be 5 to 7mm away from the trim line to avoid being trimmed off during binding

Online File Requirements

e-Book

- High resolution PDF, DPI300, CMYK colour
- Ads in full page and/or double page spread size only.
No need for additional 5mm all round bleed.

e-Daily / e-News / Digital Bundle

- Maximum file size 90KB, JPEG, RGB colour mode

eDM

- File must be in HTML format with all images provided
- Please do not use a single image as an eDM
- Please hardcode text and images in tables layout
- Please encode all spaces within URLs as either "%20" or "+".
- Linked images must not exceed 100KB
- HTML file size must not exceed 100KB
- Width not exceeding 700 pixels, no limitation on height
- Material must be submitted for testing at least 1 week prior to intended date for testing.

Please also provide the following when submitting the eDM:

- A) From: (Name of sender)
- B) Subject headline:

Sponsored Post

Sponsored Post Format:

- Subject title
- 50 words introduction text.
- 500 to 700 words sponsored text
- Two to 10 images (max. width 500 pixels) and/or embedded YouTube or externally hosted video
- 50 words call-to-action text to appear after the sponsored post

- Please provide a layout of the text, images, embedded videos and/or multimedia elements in a word document, as well as, the links to the embedded multimedia elements, if any

- Please provide high-res images in PNG, JPEG, or GIF (in RGB colour) separately

Website

- Maximum file size 100KB, JPEG, GIF and/or HTML5, RGB colour mode

Ad Submission Contact

Please submit all materials to:

TTG Asia Media

Cheryl Lim

E cheryl.lim@ttgasia.com