



## AKARE MAGAZINE

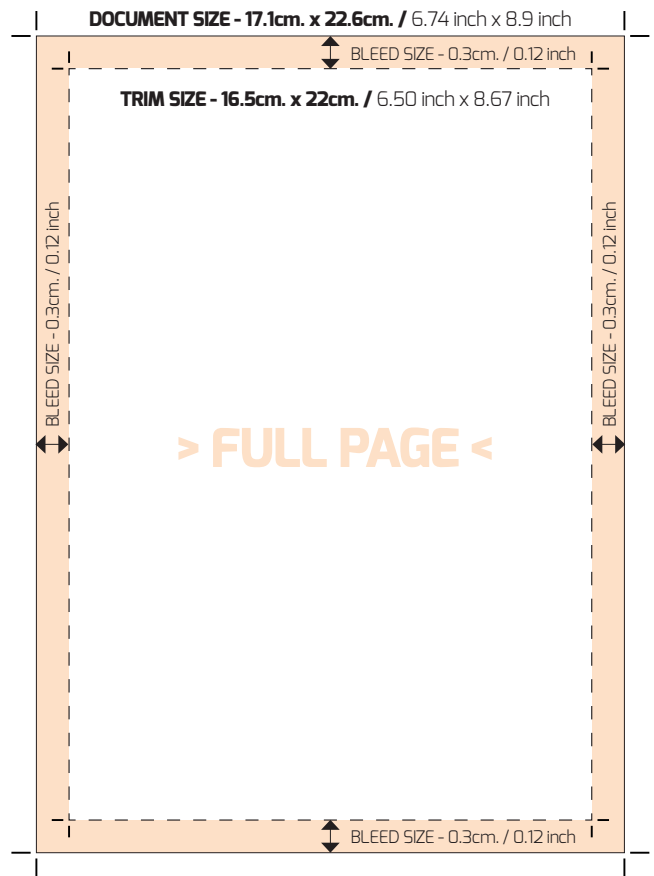
	Document Size (cm/inch)	Trim Size (cm/inch)	Bleed (cm/inch)
• Full Page	17.1 cm. x 22.6 cm. 6.74 inch x 8.9 inch	16.5 cm. x 22 cm. 6.50 inch x 8.67 inch	0.3 cm. 0.12 inch

## WEB BANNERS

	Banner Size (pixel)
• Turkey Website Banner	728 pixel x 90 pixel
• Azerbaijan Website Banner	728 pixel x 90 pixel
• Kazakhstan Website Banner	728 pixel x 90 pixel
• Morocco Website Banner	728 pixel x 90 pixel

## FACEBOOK POST (More than 41,000 followers)

	Image Size (pixel)
• Facebook Turkish Student Page	1200 pixel x 628 pixel



## PREPARING YOUR ADVERT

To ensure correct reproduction, all advertisement must be provided to a<sup>2</sup> fairs according to the following specifications:

- PDF, JPG, PSD or TIFF file types only
- 100% scale at 300dpi
- CMYK (spot colours and RGB are not accepted)
- Include crop marks and bleed if applicable

## PREPARING YOUR BANNER

- JPG, PNG, GIF or SWF file types only
- 100% scale at 72dpi
- RGB

## PREPARING YOUR FACEBOOK POST

- JPG, PNG, GIF
- Text included in the image cannot cover more than 20%
- Text Headline - 25 characters
- Text Description - 90 characters
- Link Description - 30 characters

Files can be e-mailed to Serena Cizmecigil: [serena@a2fairs.com](mailto:serena@a2fairs.com)