

Advertisement Specifications:

1. **File Format:** PDF (High-Resolution, Print-Ready)
2. **Page Size:** A4 (Portrait) – **210mm (width) × 297mm (height)**
3. **Resolution:** Minimum **300 DPI** for high-quality printing
4. **Color Mode:** **CMYK** (for print clarity and accuracy)
5. **Bleed & Margins:**
 - **Bleed Area:** Add a **3mm bleed** on all sides to prevent trimming issues.
 - **Safe Zone:** Keep all essential text and logos at least **5mm inside the trim area**.
6. **File Naming:** Please name your file in the format
CompanyName_Ad_MMA2025.pdf.
7. **Content:** Ensure that all images, logos, and text are clear and readable. Avoid placing important elements too close to the edges.