



Spec Sheet

About Bana Balang

Bana Balang is a full colour A4 magazine, printed on 56gsm Super Cal, White, with a minimum of 16 pages. 100,000 copies are printed per issue and issued 8 times per year (2 per school quarter). The magazine is mainly in Setswana and supplies reading matter to Setswana speaking learners in their mother tongue.

- Size: A4 (210 x 297 mm)
- Colours: Full colour throughout
- Stock: Super Cal, White, 56gsm

Advertising Sizes

Size	Type area (mm)	Trim area (mm)	Bleed area (mm)
Double Spread	390 x 267	420 x 297	426 x 303
Full page: Inside	180 x 267	210 x 297	216 x 303
½ page: landscape	180 x 128	210 x 148	216 x 154
½ page: portrait	85 x 267	105 x 297	111 x 303
¼ page: portrait	180 x 54	210 x 74	216 x 80
¼ page: landscape	85 x 128	not suggested	not suggested
Banner	180 x 30	210 x 50	216 x 56

Material Requirements

- Complete adverts to be supplied in PDF, TIFF or EPS format, 300 dpi (hi-res), CMYK on CD or via e-mail. CD to be supplied with colour proof.
- All fonts must be converted to paths / curves.
- All images and logos to be supplied in PDF, TIFF or EPS format, 300 dpi (hi-res), CMYK. Not in Word documents or any Office software.
- No compressed or zipped files will be accepted.
- No make-up will be charged for complete material.

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the educational tool that looks like a magazine