

Layout by our design team

HI has its own design team; they can design your advertisement in accordance with your specifications and requirements. (This service is included in the ad prices.) You might consider sending a sketch or sample via email.

Tips for submitting text and pictures

- Submitting **text** in Microsoft word or in the email message, unmade (no tabs or frames)
- **Pictures** : high resolution – saved as .jpg, .eps, .psd, or .tif.
- **Logo's** preferably formatted as vector file in Adobe Illustrator, or saved as .jpg, .eps, .psd, or .tif, in high resolution.
- **Send** photos and texts directly to **sales@holsteininternational.com** (provided the e-mail is smaller than 10 mb). For large files, please use WeTransfer.

Submitting your own design in Adobe InDesign

Submitting in InDesign CC, including all illustrations and fonts used.

We ask for 'open files' so that we can provide the translations. For support please add a high resolution PDF.

Please send your materials via WeTransfer to **sales@holsteininternational.com**

🌞 Holstein International is available in 5 languages. The submission of a different design for one or several language versions is possible.

SIZES PRINT ADVERTISEMENTS

Sizes for the magazines: Holstein International (HI), Brown Swiss International (BSI), Dairy Breeds International (DBI), KuhFacto and HIPlus!

Width x Height	in MM		in Inches	
	Vertical	Horizontal	Vertical	Horizontal
1/1 page	210 x 297 *	-	8,268" x 11,693" *	-
1/2 page	93 x 280	190 x 138	3,661" x 11,024"	7,480 x 5,435"
1/3 page	61 x 280	125 x 138	2,402" x 11,024"	4,941 x 5,435"
1/4 page	93 x 138	-	3,661" x 5, 425"	-

1/3 size only available for: HI, DBI and BSI

* With 1/1 page: take into account the 3mm (or 0,118") extra bleed on all sides and keep text 1cm from the edges.

ONLINE BANNER SIZES

- Banners for our website should be a JPG or PNG at **1120 x 528 px**
- Banners for our Weekly Newsletter should be a JPG or PNG.
Big banner newsletter: **1120 x 528 px**
Small banner newsletter: **520 x 124 px**

SOCIAL MEDIA ADS

For Social Media ads you can upload your files and indicate your needs and wishes via the following link:

<https://surveyhero.com/c/Facebookads>