

DEALER SUPPORT

Copy specifications and requirements

CONTENTS

- Magazine activity
 - Digital activity
 - Email marketing
- *Dealer Support LIVE*
 - Examples



Magazine Activity



Advertising specifications

If you have any questions regarding the supply of artwork, please contact: production@intelligentmedia.co.uk or call 0203 794 8555 and we'll be happy to help.

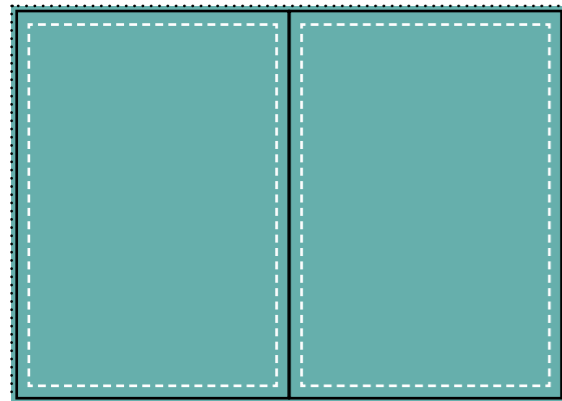
LABEL KEY

- BLEED:**
Each outer edge of all full page artwork requires 3mm of bleed to avoid any white space remaining when the paper is cut.
- TRIM:**
This is the size of the final publication.
- SAFE:**
The area all text and feature images should be placed within to avoid the artwork appearing unbalanced or being concealed in the binding of the publication.

TOP TIPS

- The ideal file format to send us your artwork in is PDF. However, we will also accept EPS or TIFF files.
- Your artwork should be of high resolution, preferably more than 300DPI.
- Please allow a 3mm bleed on all sides of your artwork. This is the margin that we need when trimming prints.
- Please make sure that all the text on your artwork is at least 1cm from the edge of your design.
- Please convert all fonts in your artwork to outlines to ensure compatibility.
- Make sure your images are in CMYK colours (full colour), not RGB for example.

Double Page Spread (DPS)



A4

- TRIM:**
420mm wide x 297mm high
- BLEED:**
426mm wide x 303mm high
- SAFE:**
All text should be 1cm from the edge of BOTH pages

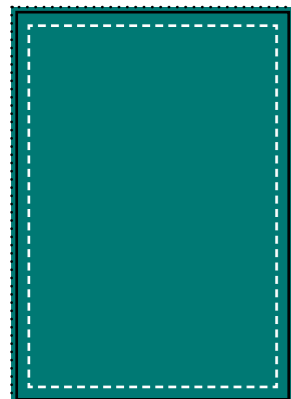
A5

- TRIM:**
296mm wide x 420mm high
- BLEED:**
302mm wide x 426mm high
- SAFE:**
All text should be 1cm from the edge of BOTH pages

We are happy to add your preferred URL link to our digital editions, simply provide a URL link with the rest of your copy

Full Page

A4



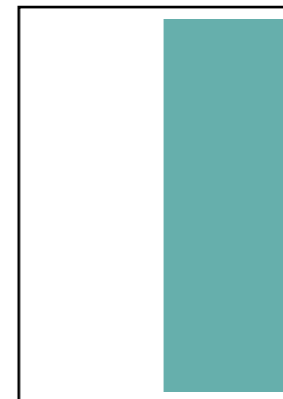
- TRIM:**
210mm wide x 297mm high
- BLEED:**
216mm wide x 303mm high
- SAFE:**
All text should be 1cm from the edge of the page

A5

- TRIM:**
148mm wide x 210mm high
- BLEED:**
154mm wide x 216mm high
- SAFE:**
All text should be 1cm from the edge of the page

1/2 Page (vertical)

A4



- TRIM:**
92mm wide x 277mm high
- BLEED:**
Not required
- SAFE:**
We place artwork with 1cm of white space on each side

A5

- TRIM:**
65mm wide x 185mm high
- BLEED:**
Not required
- SAFE:**
We place artwork with 1cm of white space on each side

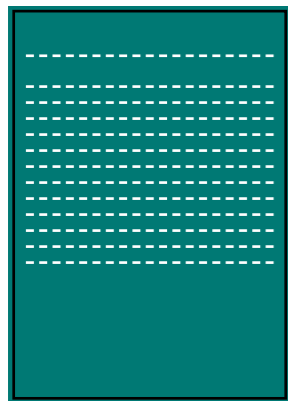
Sponsored inclusion specifications

production@intelligentmedia.co.uk or call 0203 794 8555

TOP TIPS

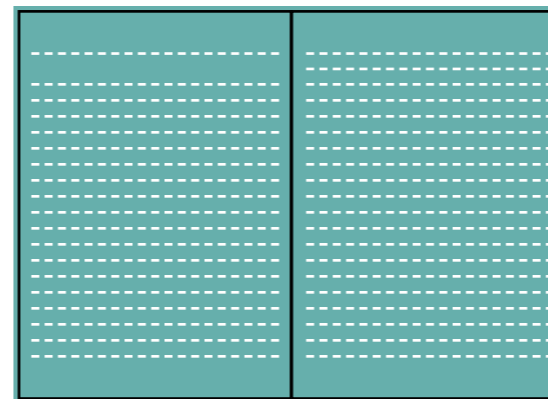
- If you use the maximum word count, fewer images will be used in the final designed version. If you would like the case study to have more images incorporated, please reduce the word count to accommodate for this.
- Ensure your images are in CMYK colours (full colour), not RGB for example. Your artwork should be of high resolution e.g. more than 300DPI

1 page sponsored (article-feature-interview-case study)



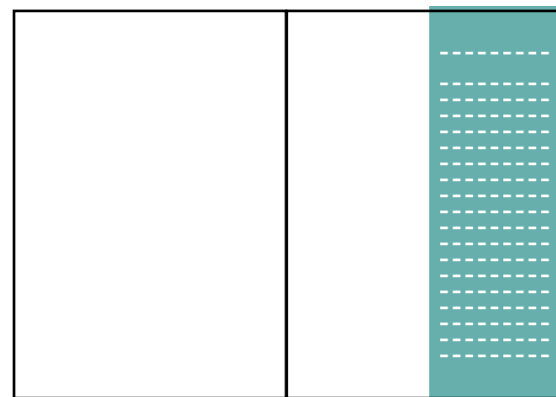
- Please supply up to 400 words saved in a word document
- 1-2 images
- Logo
- Contact details if you wish them to be included
- Website or email link if you wish them to be included

2 page sponsored (article-feature-interview-case study)



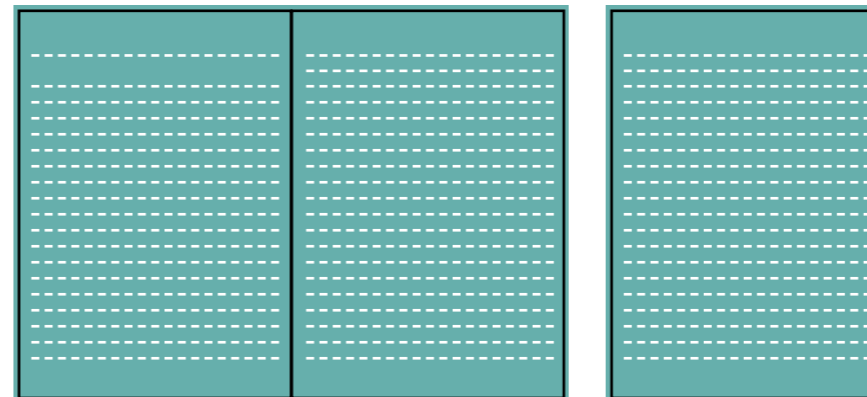
- Please supply up to 900 words saved in a word document
- 2 - 4 images
- Logo
- Contact details if you wish them to be included
- Website or email link if you wish them to be included

½ page sponsored column



- Please supply up to 250 words saved in a word document
- 1 image
- 1 Logo
- Contact details if you wish them to be included
- Website or email link if you wish them to be included

3 page sponsored (article-feature-interview-case study)



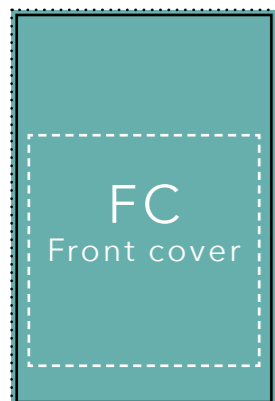
- Please supply up to 1350 words saved in a word document
- Up to 4 images
- Logo
- Contact details if you wish them to be included
- Website or email link if you wish them to be included

*Click on boxes to check positions visually

Prime positions

production@intelligentmedia.co.uk or call 0203 794 8555

Front cover (FC)



TRIM:

213mm wide x 209mm high

BLEED:

219mm wide x 224mm high

SAFE:

All text should be 1cm from the edge of the page

Outer Gate (OG)



TRIM:

198mm wide x 297mm high

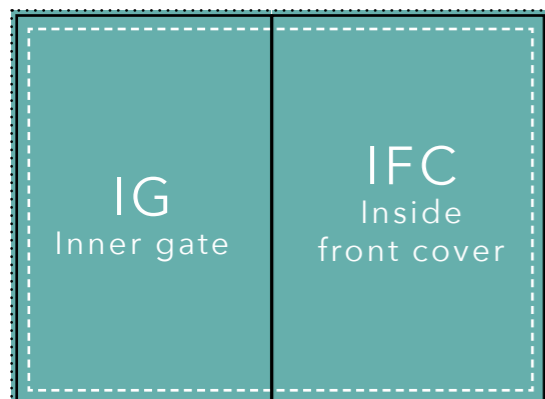
BLEED:

204mm wide x 303mm high

SAFE:

All text should be 1cm from the edge of the page

Gatefold DPS



SAFE:

All text should be 1cm from the edge of the double page spread.

Anything placed in the middle of the spread will NOT be lost in the crease.

The IG/OG page isn't as wide as the IFC page to allow it to fold inside the magazine.

Inner Gate (IG)

TRIM:

198mm wide x 297mm high

BLEED:

204mm wide x 303mm high

Inside Front Cover (IFC)

TRIM:

208mm wide x 297mm high

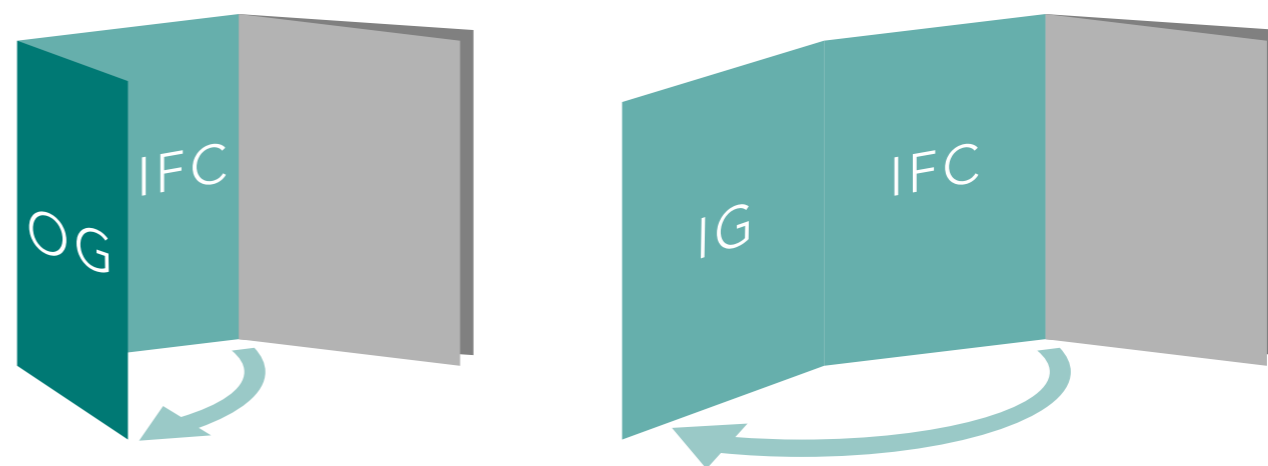
BLEED:

214mm wide x 303mm high

TOP TIPS

- The ideal file format to send us your artwork in is PDF. However, we will also accept EPS or TIFF files.
- Your artwork should be of high resolution, preferably more than 300DPI.
- Please allow a 3mm bleed on all sides of your artwork. This is the margin that we need when trimming prints.
- Please make sure that all the text on your artwork is at least 1cm from the edge of your design.
- Please convert all fonts in your artwork to outlines to ensure compatibility.
- Make sure your images are in CMYK colours (full colour), not RGB for example.

How does a gatefold work?





Digital Activity

DEALER SUPPORT *.co.uk*

Website adverts

production@intelligentmedia.co.uk or call 0203 794 8555



DOUBLE BUTTON:
300px wide x
125px high



SKYSCRAPER:
300px wide x
400px high



MPU:
300px wide x
250px high



LEADERBOARD:
728px wide x
90px high



POP UP:
500px wide
x 400px high

Important Points:

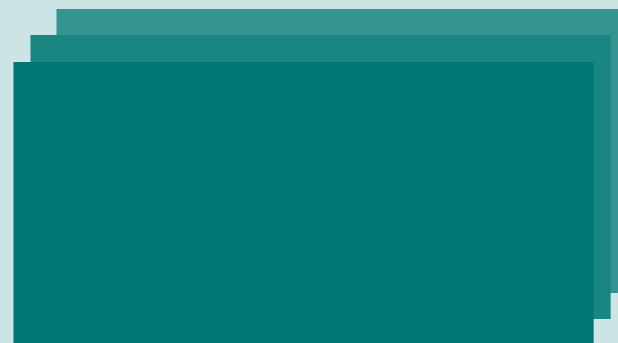
- Please supply website advertising as a web-ready JPG or PNG or GIF, unless advert is dynamic where only a .gif file will be accepted
 - 150 PPI
 - RATIO 2.04:1



HIGHLIGHT BOX SLIDER:
678px wide x 381px high

HIGHLIGHT BOX SLIDER

- Highlight Slider 1 of 4: Please supply one piece of artwork in the required specification.
- Highlight Slider 2 of 4: Please supply two pieces of artwork, each in the required specification.
- Highlight Slider 3 of 4: Please supply three pieces of artwork, each in the required specification.
- Highlight Slider 4 of 4: Please supply four pieces of artwork, each in the required specification.
- Highlight slider images must be static
- Multiple clicks can be supported



HOMEPAGE TAKEOVER:
1144px wide x 584px high

HOMEPAGE TAKEOVER

- We can accept up to 3 slider images that will rotate
- 1 slider image will display as a static image
- **Each slider image requires:**
 - A tag-line/headline for each slider image: 3 to 7 words
 - Landing page subtitle/CTA: 10-15 words
 - Post content (text): A paragraph 30-35 words
 - URL to link from CTA landing page
- **PLEASE NOTE: Slider images require bleed of 50 pixels to accommodate overlap text box in design**

*Click on boxes to check positions visually

PLEASE SUPPLY US WITH A URL TO LINK YOUR ADVERT TO

Website sponsored content

The screenshot shows the Dealer Support website with a sponsored article titled "The Pilot Pen Company (UK) Ltd x Marine Conservation Society UK". The article features a blue-tinted image of plastic bottles and a logo for the Marine Conservation Society. The text discusses the company's commitment to environmental sustainability and its partnership with the Marine Conservation Society. A sidebar on the right lists "YOU MAY ALSO ENJOY" with various article titles and dates. At the bottom, there is a call to action to book tickets for a 2023 event and a social media follow prompt.

SPONSORED CONTENT

NEWS STORY

No more than 350 words

BLOGS & COMMENT PIECES

No more than 600 words

PLEASE ALSO SUPPLY

- 1 image
- Logo
- URL for image/logo to link to
- Contact details/CTA

The screenshot shows the Dealer Support website with a sponsored article titled "How dealers can truly capitalise on the hybrid working model". The article features a photo of a modern home office setup. The text discusses the benefits of hybrid working and provides insights from a survey by Embrly. A sidebar on the right lists "YOU MAY ALSO ENJOY" with various article titles and dates. At the bottom, there is a call to action to visit a Dealer Support Live event and a social media follow prompt.



Email Marketing

Email marketing

DS Weekly Email Inclusion - Adverts



NEWSLETTER BUTTON:
170px wide x 350px high



LEAD AND MID BANNER
600px wide x 150px high

DS Weekly Email Inclusion - Sponsored Content

V1



SPONSORED INCLUSION:

- 50 words plus headline
- Link to webpage
- Logo or image

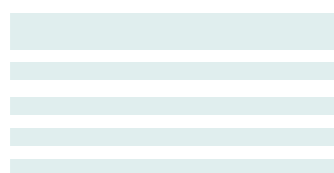
V2



SPONSORED INCLUSION:

- This inclusion is accelerated activity for a sponsored article
- No additional copy is required

V3 (DS weekly combo)



SPONSORED INCLUSION:

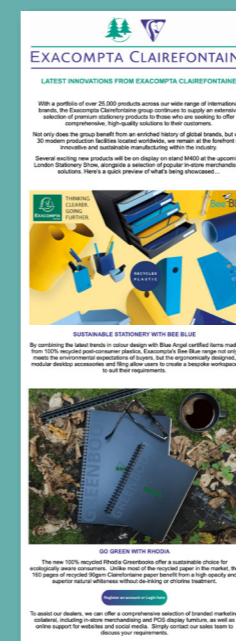
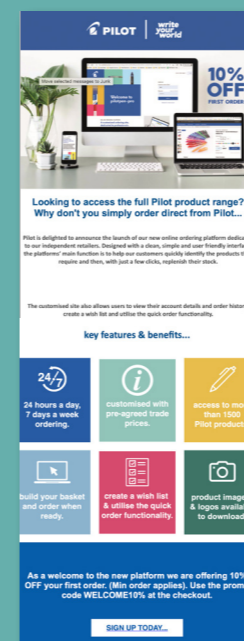
- Article and advert combo
- Advert 140px wide x 480px high
- Link to webpage
- No additional copy required for article

*Click on boxes to check positions visually

BESPOKE / SOLUS E-SHOT

Finished HTML file designed at 800px wide

- Images must be provided as absolute links within HTML and separately in an image file
- Please also provide PDF visual final email
- We advise against the use of CSS as it is incompatible with some email clients
- We advise against background images as it is incompatible
- All styles should be in line
- Please ensure the file only contains HTML and no java script
- Please ensure that the code does not include your footer – to comply with GDPR legislation it must have ours
- Please include the Subject line to use for the Email





Dealer Support LIVE

DEALER SUPPORT **LIVE**

Print Advertising Specifications

production@intelligentmedia.co.uk or call 0203 794 8555

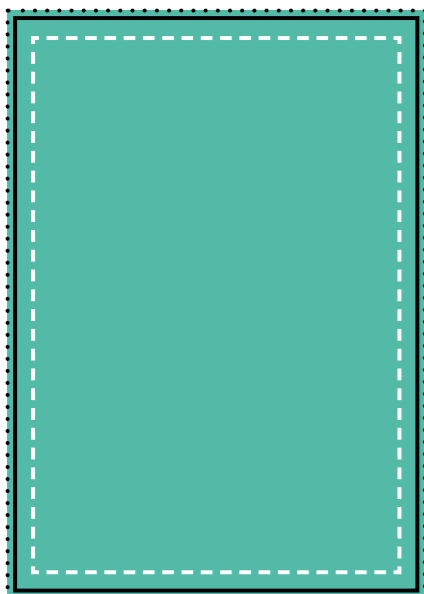
LABEL KEY

- **BLEED:**
• Each outer edge of all full page artwork requires 3mm of bleed to avoid any white space remaining when the paper is cut.
- **TRIM:**
• This is the size of the final publication.
- **SAFE:**
• The area all text and feature images should be placed within to avoid the artwork appearing unbalanced or being concealed in the binding of the publication.

TOP TIPS

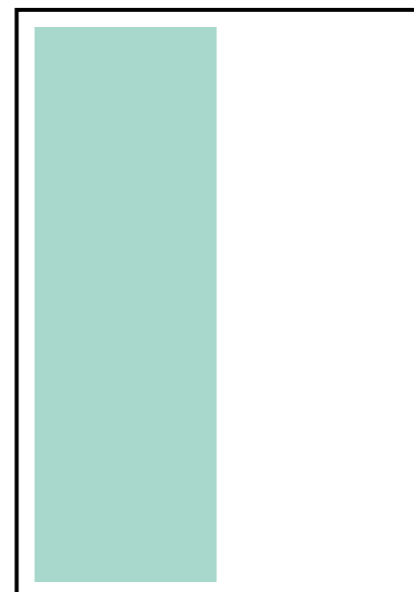
- The ideal file format to send us your artwork in is PDF. However, we will also accept EPS or TIFF files.
- Your artwork should be of high resolution, preferably more than 300DPI.
- Please allow a 3mm bleed on all sides of your artwork. This is the margin that we need when trimming prints.
- Please make sure that all the text on your artwork is at least 1cm from the edge of your design.
- Please convert all fonts in your artwork to outlines to ensure compatibility.
- Make sure your images are in CMYK colours (full colour), not RGB for example.

Full Page (A4)



- **TRIM:**
210mm wide x 297mm high
- **BLEED:**
216mm wide x 303mm high
- **SAFE:**
All text should be 1cm from the edge of the page

Half Page (A4 vertical)



- **TRIM:**
92mm wide x 277mm high
- **BLEED:**
Not required
- **SAFE:**
We place artwork with 1cm of white space on each side

DEALER SUPPORT LIVE

Digital specifications

production@intelligentmedia.co.uk or call 0203 794 8555

Dealer Support LIVE advert positions and dimensions

HOME PAGE:



LEADERBOARD:
930px wide x 115px high



CAROUSEL:
410px wide x 310px high



SLIDER CARD:
206px wide x 247px high



BOTTOM BANNER:
768px wide x 95px high

BOOK TICKETS PAGE:



BOOK PAGE MPU:
225px wide x 170px high

*Click on boxes to check positions visually

Dealer Support website

Website homepage web ads:



DOUBLE BUTTON:
300px wide x 125px high



SKYSCRAPER:
300px wide x 400px high



MPU:
300px wide x 250px high



LEADERBOARD:
728px wide x 90px high

Digital articles:

- Up to 600 words
- 1 image
- Logo
- URL for image/logo to link to
- Contact details/CTA



Examples

Full page advert

SALES SUCCESS | DIVERSIFICATION

Office storage has traditionally been grey and boring, but it doesn't have to be that way

GET YOUR ECO ON
Of course, there was plenty of products that proved the sustainability message at the 11th this year. Winning the Sustainable Solution award for the sustainable stationary product of the year was winning with its fast and highlighter that uses a single highlighter to achieve the Blue Angel seal.

Other products in the sustainability category included Coloflex, with a notebook made from recycled coffee cups, Ecopaper and its pencil case made from recycled news, folders and files.

RICOH Scanning Solutions

THE SIX TYPES OF PRODUCT DIVERSIFICATION

1. Horizontal - introducing new products or services that share similar characteristics with the current product line. For example, a printer manufacturer introducing a new model of printer.

2. Vertical - introducing products or services that are either upstream or downstream from the current product line. For example, a printer manufacturer introducing a new model of scanner.

3. Conglomerate - introducing products or services that are unrelated to the current product line. For example, a printer manufacturer introducing a new model of office furniture.

4. Related - introducing products or services that are related to the current product line but do not share similar characteristics. For example, a printer manufacturer introducing a new model of software.

5. Unrelated - introducing products or services that are completely unrelated to the current product line. For example, a printer manufacturer introducing a new model of car.

6. Diversification - introducing products or services that are completely unrelated to the current product line and do not share similar characteristics. For example, a printer manufacturer introducing a new model of food.

ScanSnap
S1100 - Ideal for community workers
S1100 - Premium personal desktop scanner
S1100 - Beautifully simple, effortlessly efficient

fi Series
fi-7100 - Ideal for GP surgeries
fi-7100 - Information starting made easy
fi-7100 - High speed document capture and network scanning
fi-7100 - Ideal for law firms, accountants and network scanning
fi-7100 - Ideal for law firms, accountants and network scanning

SP Series
SP-1120N/SP-1125N/SP-1126N
SP-1120N - Perfect for the classroom
SP-1120N - Perfect for the classroom

PaperStream
PaperStream GP - Ideal for GP surgeries
PaperStream GP - Ideal for GP surgeries
PaperStream GP - Ideal for GP surgeries
PaperStream GP - Ideal for GP surgeries

PFU
PFU - Ideal for GP surgeries
PFU - Ideal for GP surgeries
PFU - Ideal for GP surgeries
PFU - Ideal for GP surgeries

RICOH imagine. change.

Half page advert

LEADERSHIP | STRATEGY INTERVIEW

Whatever challenge comes along, you'll always get an opportunity out of it

Whatever challenge comes along, you'll always get an opportunity out of it

Whatever challenge comes along, you'll always get an opportunity out of it

LEITZ ERGO COSY KEEP MOVING

Whatever challenge comes along, you'll always get an opportunity out of it

Whatever challenge comes along, you'll always get an opportunity out of it

Whatever challenge comes along, you'll always get an opportunity out of it

LEITZ ERGO COSY KEEP MOVING

Whatever challenge comes along, you'll always get an opportunity out of it

Whatever challenge comes along, you'll always get an opportunity out of it

Whatever challenge comes along, you'll always get an opportunity out of it

2 page sponsored article

LEADERSHIP | STRATEGY INTERVIEW

1 page sponsored article

1 page sponsored article

1 page sponsored article

SPONSORED | INDUSTRY

2 page sponsored article

2 page sponsored article

2 page sponsored article

SPONSORED | INDUSTRY

2 page sponsored article

2 page sponsored article

2 page sponsored article

1 page sponsored article

LEADERSHIP | STRATEGY INTERVIEW

1 page sponsored article

1 page sponsored article

1 page sponsored article

SPONSORED | INDUSTRY

1 page sponsored article

1 page sponsored article

1 page sponsored article

SPONSORED | INDUSTRY

1 page sponsored article

1 page sponsored article

1 page sponsored article

Half page sponsored article

LEADERSHIP | STRATEGY INTERVIEW

Half page sponsored article

Half page sponsored article

Half page sponsored article

SPONSORED | INDUSTRY

Half page sponsored article

Half page sponsored article

Half page sponsored article

SPONSORED | INDUSTRY

Half page sponsored article

Half page sponsored article

Half page sponsored article

2 page sponsored article

LEADERSHIP | STRATEGY INTERVIEW

2 page sponsored article

2 page sponsored article

2 page sponsored article

SPONSORED | INDUSTRY

2 page sponsored article

2 page sponsored article

2 page sponsored article

SPONSORED | INDUSTRY

2 page sponsored article

2 page sponsored article

2 page sponsored article

LEADERSHIP | STRATEGY INTERVIEW

1 page sponsored article

1 page sponsored article

1 page sponsored article

The secret to succeeding online

By Paddy Donnelly, Business Unit Leader at ECI Software Solutions

Business Unit Leader at ECI Software Solutions

Business Unit Leader at ECI Software Solutions

Business Unit Leader at ECI Software Solutions

Think safe, act safe, be safe - fire safety new regulations are now in force

Fire safety new regulations are now in force

Fire safety new regulations are now in force

Fire safety new regulations are now in force

How scanners can revolutionise the 'accounts payable' function

How scanners can revolutionise the 'accounts payable' function

How scanners can revolutionise the 'accounts payable' function

How scanners can revolutionise the 'accounts payable' function

Digital transformation enables businesses to be more flexible

Digital transformation enables businesses to be more flexible

Digital transformation enables businesses to be more flexible

Digital transformation enables businesses to be more flexible



Dealer Support weekly emails:

DEALER SUPPORT Weekly

This week's round up of the best bits from Dealer Support online



This week on dealersupport.co.uk:

Workplace intelligence | Developing effective environments | Leveraging facilities management

EDITOR'S pick



Workplace intelligence from 3M

In this article 3M offer great thought leadership to help the dealer by identifying today's trends, to drive tomorrow's sales

[READ more](#)

NEWS



Government urged to extend rates relief for struggling small businesses

[READ more](#)



The Range acquires Wilko brand in £5m deal as stores face closure

[READ more](#)



BOSS members' day 2023 industry panel revealed

[READ more](#)

INNOVATION



Developing more effective workplace environments

The benefits of adapting workplace environments

MANAGEMENT



Leveraging facilities management to reduce carbon output

Improved facilities management can help business managers

DEALER SUCCESS



How to build a successful sales pipeline

Want to build a healthy sales pipeline? Here is how you

Bespoke email:

eci | Horizon



Eliminate manual processes
Cut costs while reducing errors
Improve visibility and productivity

Complete business management software solutions for business supplies dealers

Using multiple systems? Worried about how efficient they are, and whether the data from them is accurate enough for you to make the best decisions? Horizon helps you manage and track all your business processes from one easy-to-use system. This gives you more time to focus on growth and diversification.

READY. SET. GROW

©1999-2023 ECI Software Solutions | www.ecisolutions.com/uk | How business gets done.



DEALER SUPPORT

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You are receiving this email from the Dealer Support team on behalf of us or one of our partners. We never share your details with others, we only send relevant, interesting, targeted information that we believe will be of interest to you and your business. Dealer Support is a brand owned by Intelligent Media Solutions Ltd.

Tea Building, 56 Shoreditch High Street, London, E1 6JJ
Tel: 0203 794 8555
Email: info@intelligentmedia.co.uk

No longer wish to receive our emails? You can update your preferences or [unsubscribe here](#)

Sponsored content:

DEALER SUPPORT

HOME NEWS MAGAZINE DEALER SUPPORT LIVE ABOUT SIGN UP

DEALER SUCCESS PRODUCTS MANAGEMENT INDUSTRY SERVICES TECHNOLOGY & IT LIVE IT

HOME > INDUSTRY > Data Direct: toner and more

Data Direct: toner and more

April 3, 2023 Industry



Data Direct is the UK's leading, award-winning independent dealer-only distributor of printer & copier supplies, consumables, parts & workplace solutions. Exhibiting at *Dealer Support LIVE* on April 27th in Coventry, come and meet the team to find out how Data Direct can help you grow and win more sales. If you can't wait until then, here some more information and don't hesitate to get in touch...

Award-winning distributor



Copier & Print OEM & compatible supplies, consumables & spare parts.

Data Direct was recently awarded EOS Distributor of the Year 2022 at the prestigious Print IT Awards in December. This is the second consecutive year that the company received the award. This success is a testimony to the exceptional relationships and processes the Company has in place with its dealer customers and supplier partners.

PRINT IT AWARDS 2022

EOS Distributor of the Year

data direct
PARTNERS FOR COPIER & WORKPLACE SUPPLIES

★★★★★ WINNER ★★★★★

www.data-direct.co.uk

As a distribution partner to many hundreds of businesses in the UK, Data Direct constantly looks to improve its offer as well as how simple and easy it is to do business. The new <https://www.data-direct.co.uk/> website helps customers transact in a very easy, intuitive, and efficient way, while giving them access to a whole host of new innovations providing opportunity for them and their end-user customers. Navigation is easy, getting to the products that you need and finding adjacent products in the most efficient way, just like all leading e-commerce websites.

Extensive catalogue

Whether you're in office, workplace or copier Suppliers, Data Direct has an extensive offer of consumables, components and parts, with market leading OEM brands and compatibles. Data Direct offers a comprehensive portfolio of 20,000+ products for online and e-commerce catalogues, all available for next day delivery. Also, in partnership with Fusion Plus Data, business supplies dealers, printer and MFP stockists can immediately access up-to-date product information. With regular content refreshes, resellers can have the confidence of having the very latest and most accurate content, new product introductions and deletions. If you're in the market for toner supplies, this is the one-stop shop for all your needs.

Sponsored content:

DEALER SUPPORT

HOME NEWS MAGAZINE DEALER SUPPORT LIVE ABOUT SIGN UP

DEALER SUCCESS PRODUCTS MANAGEMENT INDUSTRY SERVICES TECHNOLOGY & IT LIVE IT

NEWS

- BOSS Awards 2023 nominations now open**
July 18, 2023
- 'Inevitable' jobs will be more automated, says new head of government's AI taskforce**
July 18, 2023
- Brother UK further strengthens leadership team with senior promotions**
July 17, 2023
- New chairman announced for Complete**
July 14, 2023

Stationers' Innovation Excellence Awards shortlist revealed

Do you believe AI can bring something positive to the Industry?

ARTICLES

- Five ways to boost your fitness without leaving your desk**
July 7, 2023
- How to harness your anger for good**
July 6, 2023
- 20 affirmations to keep Sunday anxiety at bay**
July 5, 2023
- Three strategies for better decision making**
July 4, 2023

MAGAZINE

DEALER SUPPORT Latest issue

Need replacement cartridges?

- Inkjet
- Toner
- A3/MPS

Anytime, anywhere access

www.data-direct.co.uk

WE'RE THE PERFECT TONER, DRUM & INK PARTNER!

Discover why we have been trading for 27 years and counting...

Sponsored content will appear on the homepage under ARTICLES, as shown here

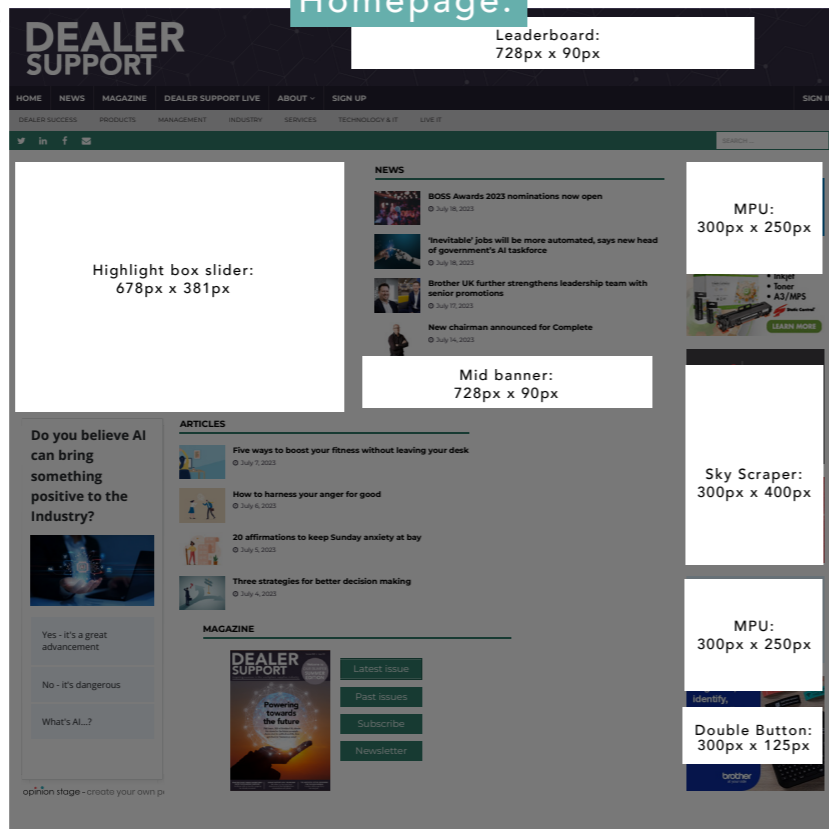
ARTICLES

- Five ways to boost your fitness without leaving your desk**
July 7, 2023
- How to harness your anger for good**
July 6, 2023
- 20 affirmations to keep Sunday anxiety at bay**
July 5, 2023
- Three strategies for better decision making**
July 4, 2023

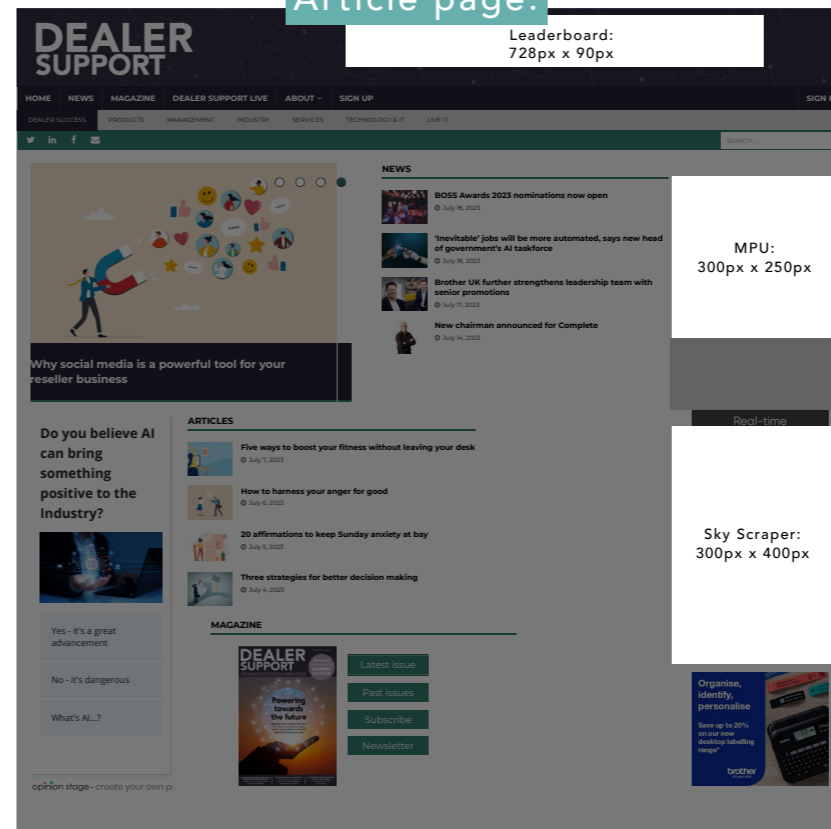
Digital specifications

DEALER SUPPORT *.co.uk*

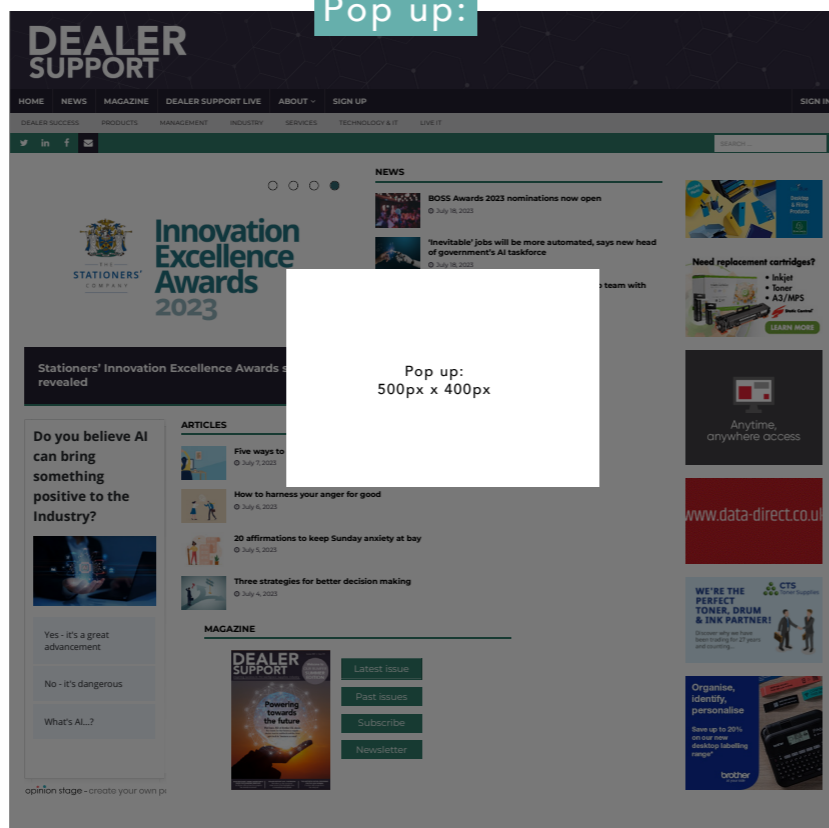
Homepage:



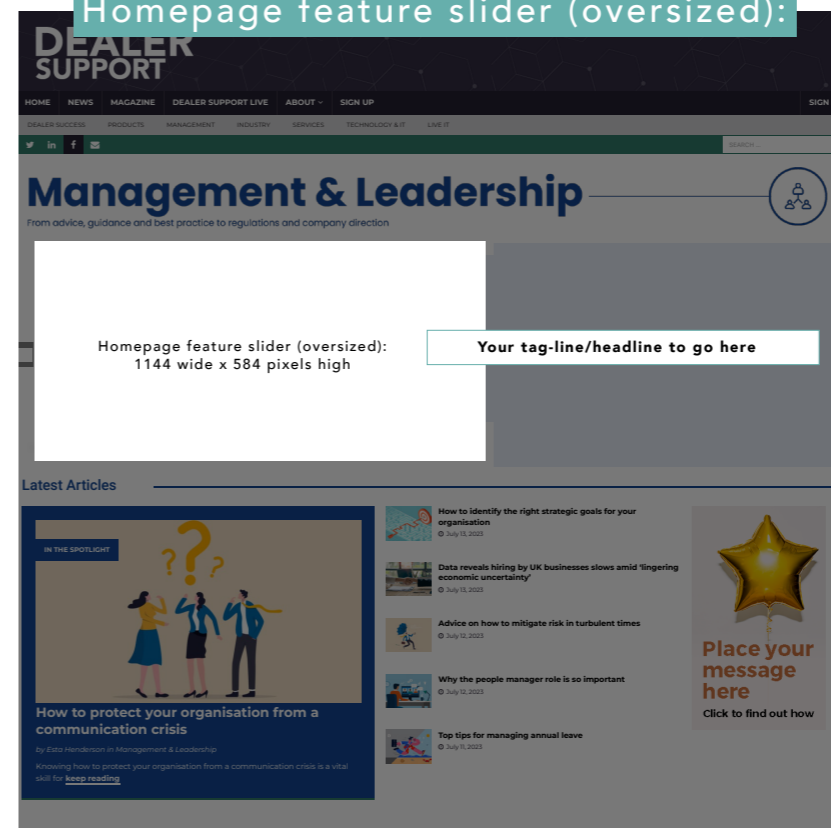
Article page:



Pop up:



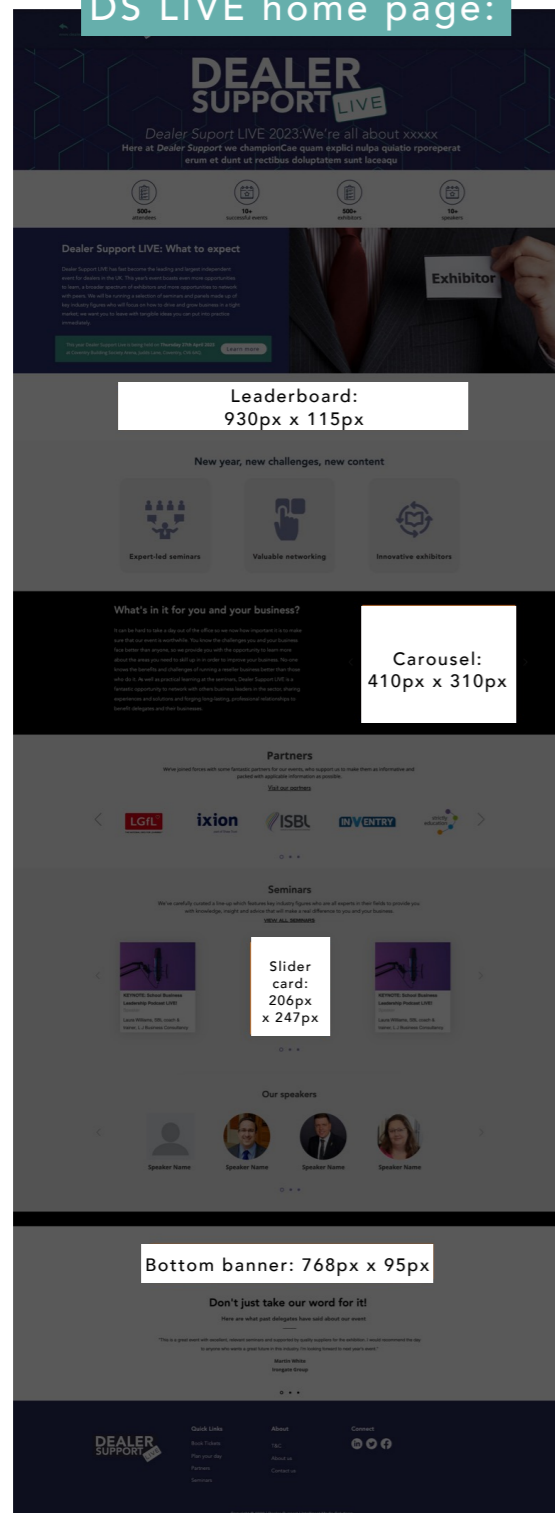
Homepage feature slider (oversized):



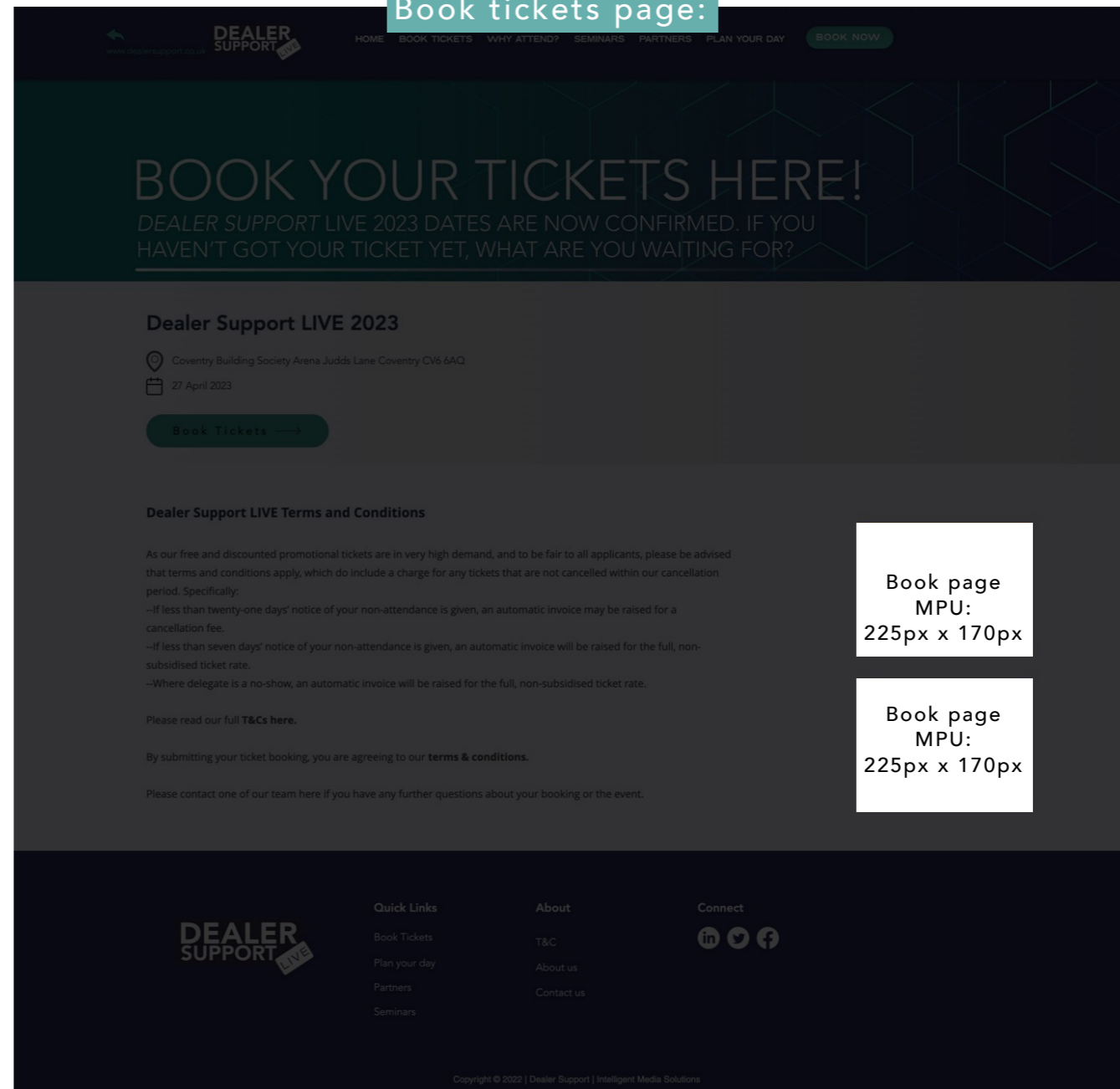
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