

ADFAX

Company Limited

Advertiser Submission Guidelines

SUBMISSION CHECKLIST

- Ad File (A3 PDF)
- Image Pack (5 images)
- Captions (.txt / .docx)
- Logo & Brand Assets
- Company Description
- Contact / CTA Details
- Copyright Permission
- Optional Extras



Ad File

REQUIRED

- ▶ Format: A3 PDF (print-ready)
- ▶ Colour: CMYK, 300 dpi
- ▶ Bleed: 3 mm all sides
- ▶ Size: 297 × 420 mm (portrait)
- ▶ Filename: COMPANYNAME_ADFAX_A3_v1.pdf



Image Pack

REQUIRED

- ▶ 5 high-res brand images
- ▶ 3 portrait + 2 landscape
- ▶ Min 300 dpi at print size
- ▶ TIFF (no compression) or max-JPEG
- ▶ Layered PSD accepted



Logo & Brand Assets

REQUIRED

- ▶ Vector: AI / EPS / SVG
- ▶ PNG (transparent) @ 300 dpi
- ▶ Colours: HEX + CMYK + Pantone
- ▶ Main brand fonts (licensed)
- ▶ Or confirm outline/embed



Company Info

REQUIRED

- ▶ Short bio: 50–80 words
- ▶ Optional long bio: 150–200 words
- ▶ Website URL + phone + email
- ▶ Social media handles
- ▶ Exact call-to-action for ad

CAPTIONS

- ✓ One paragraph caption per image (5 total)
- ✓ Max 30–40 words per caption
- ✓ Submit as .txt or .docx file
- ✓ Clearly match filenames to captions

PERMISSIONS

- ⚠ Confirm ownership of all images
- ⚠ Confirm ownership of all text
- ⚠ Copyright release required
- ⚠ Licensed fonts only (or outline)

OPTIONAL EXTRAS

Video links (MP4 hosted)

Special offers

Additional images

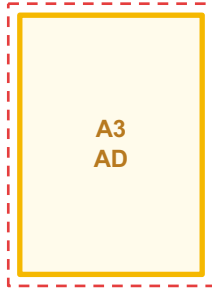
Coupon codes

FILENAME FORMAT:

`COMPANYNAME_IMG01_PORTRAIT.tif` • `COMPANYNAME_IMG02_PORTRAIT.tif` • `COMPANYNAME_IMG03_PORTRAIT.tif` •
`COMPANYNAME_IMG04_LANDSCAPE.jpg` • `COMPANYNAME_IMG05_LANDSCAPE.jpg`



420 × 594 mm
4961 × 7016 px



297 × 420 mm
3508 × 4961 px

+ 3mm b

SPEC	VALUE	NOTES
Resolution (photos)	300 dpi	at final print size
Resolution (line art)	1200 dpi	if possible
Bleed	3 mm	all sides
Safe margin	8–10 mm	inside trim; +8–10mm spine
Colour mode	CMYK	ISO Coated FOGRA39
PDF standard	PDF/X-4	or PDF/X-1a
Portrait image min	3508 × 4961 px	A3 @300dpi
Landscape image min	4961 × 3508 px	A3 @300dpi

SUBMISSION PROCESS & DEADLINES

04 / 04

01

Prepare

Gather all required assets per checklist

02

Upload

WeTransfer / Dropbox / Google Drive

03

Email

Send link to ads@adfax.co.tz

04

Review

Up to 2 revision rounds included

EMAIL SUBJECT FORMAT:

[Company Name] | [Page Purchase Reference] | [Contact Person]

✉ SUBMISSION EMAILS

ads@adfax.co.tz

adfaxcompany@gmail.com

DEADLINE POLICY

2 revision rounds included in package

Late submissions may forfeit placement or incur a layout fee