



Medical  
Cannabis  
Network

# Client profile helpsheets

# Digital Publication Overview

## Text Formats

Send text as a Microsoft Word document (.doc or .docx) or rich text format (.rtf).

## Logos and Images

We accept images at a minimum 72dpi but recommend 300dpi resolution. We accept images in rasterised formats - JPG, TIF, PNG, Ps – Or Vector formats - EPS, PDF, SVG, Ai. Please insure that all images are of a large size and high quality.

We can provide stock images if needed. Please send either keywords for the image you need, or provide a link to your preferred image. We use [www.istockphoto.com](http://www.istockphoto.com) exclusively.

Please send all images separately, as the original image files.

If you wish to include images, please reduce your supplied copy between 100-400 words per image.

**Please note: We do not accept images provided on MS Word documents or PowerPoint. Images provided in this format are reduced in size and quality to keep the file size down. Always send the original file.**

### ***Please note:***

*The profile is designed using a specially-formatted template produced by Medical Cannabis Network, therefore the client needs only to supply the profile text, logos and any images required (as stated above).*

## How to send them to us

1. Please send all files via email to: [nataliem@healtheuropa.com](mailto:nataliem@healtheuropa.com) making sure the subject details include the publication edition and your company name.
2. For large file sizes that may not send through email, or that may struggle to reach us in a timely manner, we suggest using a file transfer system (such as [wetransfer.com](http://wetransfer.com)). Please contact us if this is your intention.

## Authorisation

The typeset profile will be sent to you for authorisation to publish. This provides you with an opportunity for final minor amendments.

**Please note: Any issues, queries or suggestions will be mentioned when the client receives their proof version.**

The editor reserves the right to suggest and implement amendments.

We may use your profile and publish it on our website as a news story. If this is the case, please note we reserve the right to change the layout and content. This would be to enhance the Search Engine Optimisation.

### ***Please note:***

*We shall assume that reproduction of all text, images and logos is authorised by the copyright holder unless informed otherwise.*

## Contact Details

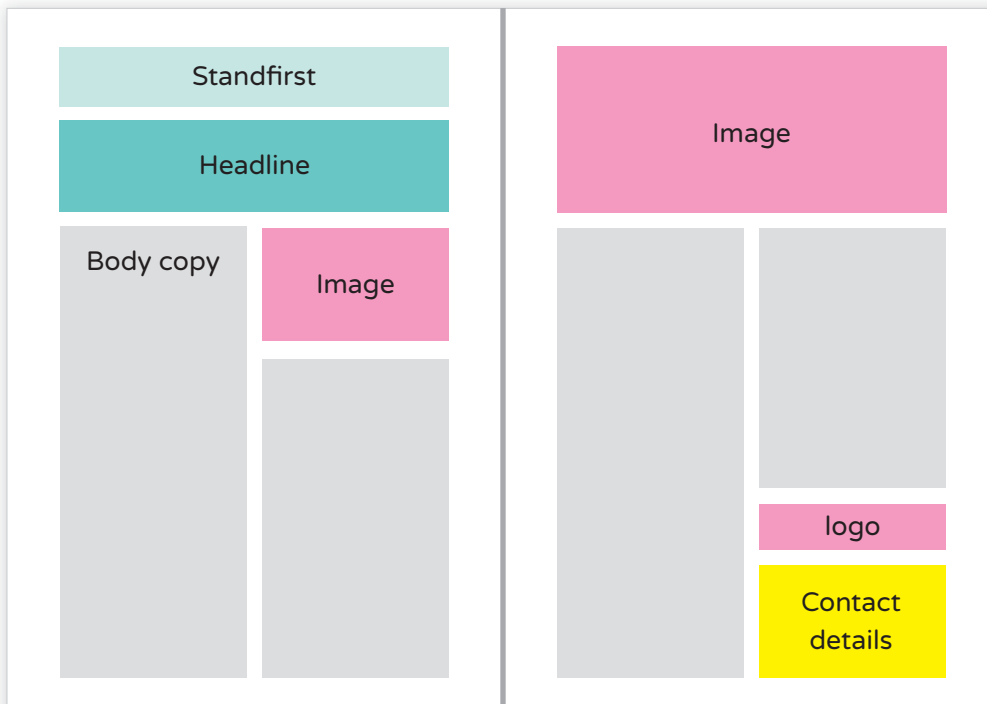
Production Department

Tel: +44 (0)1260 273 802

[nataliem@healtheuropa.com](mailto:nataliem@healtheuropa.com)

[www.healtheuropa.com/medical-cannabis-network](http://www.healtheuropa.com/medical-cannabis-network)

# Profile content guidelines



## 1. Standfirst

A small lead-in to the content. Should contain between 10 and 20 words.

## 2. Headline

## 3. Body copy

The main profile content. Your target audience will consist of senior figures responsible for budgets, who will be generally very well informed but not necessarily have as much technical knowledge as you. As such, your profile should give an overall impression of how you can help your target audience, but be understood by a larger viewership. Word counts are variable and many different factors can affect your specific word limit. The following numbers are a guide:

**1 page: approx 600 words**

**2 pages: 600 minimum - 1400 max**

**3 pages: 800 minimum - 2200 max**

**4 pages: 1400 minimum - 3000 max**

Scenarios that may decrease your word count include but are not limited to: Bullet points, sub bullets, numbered lists, length of words, multiple paragraph breaks, longer subheaders, length of standfirst, length of headline, length of contact details, amount of logos and box outs. Scenarios that may increase the word count include fewer paragraph breaks, fewer subheaders and references (references are included in a smaller sized font).

## 4. Logos and Images

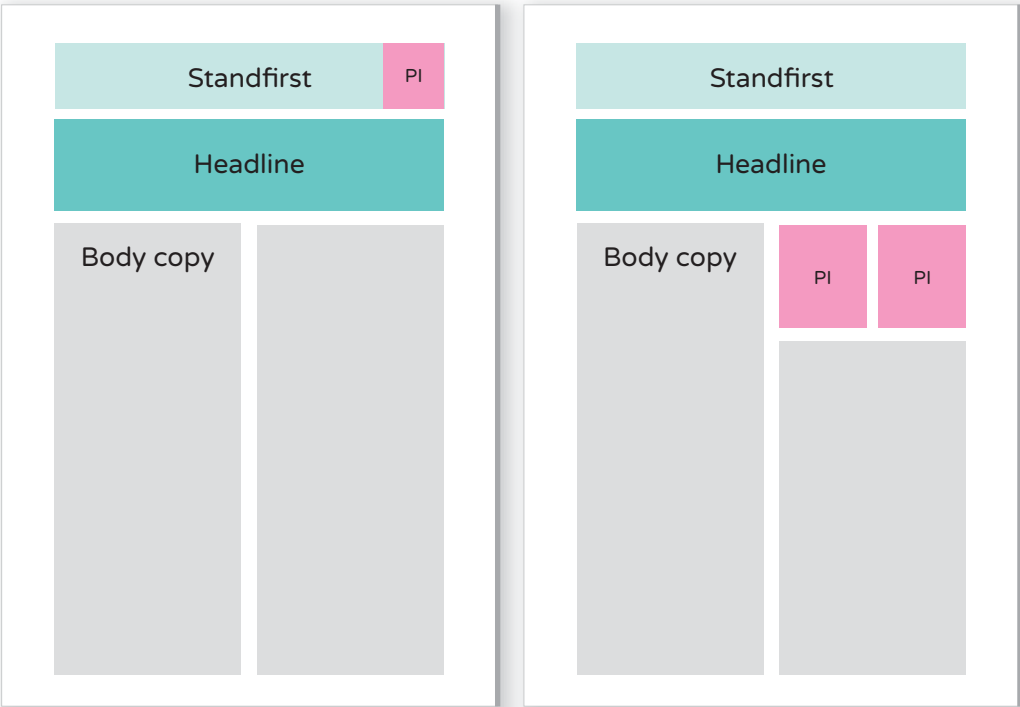
Details for supplying images and logos can be seen under 'Logos and Images' on the first page. Further information can be found on the following pages. If you require any additional logos, these may also be included if space permits. Images are included across one or two text column width and can only be placed at the top or bottom of columns, never breaking up text columns in the middle.

## 5. Contact details

Please supply name, job title, company name, telephone, email and website

# Images

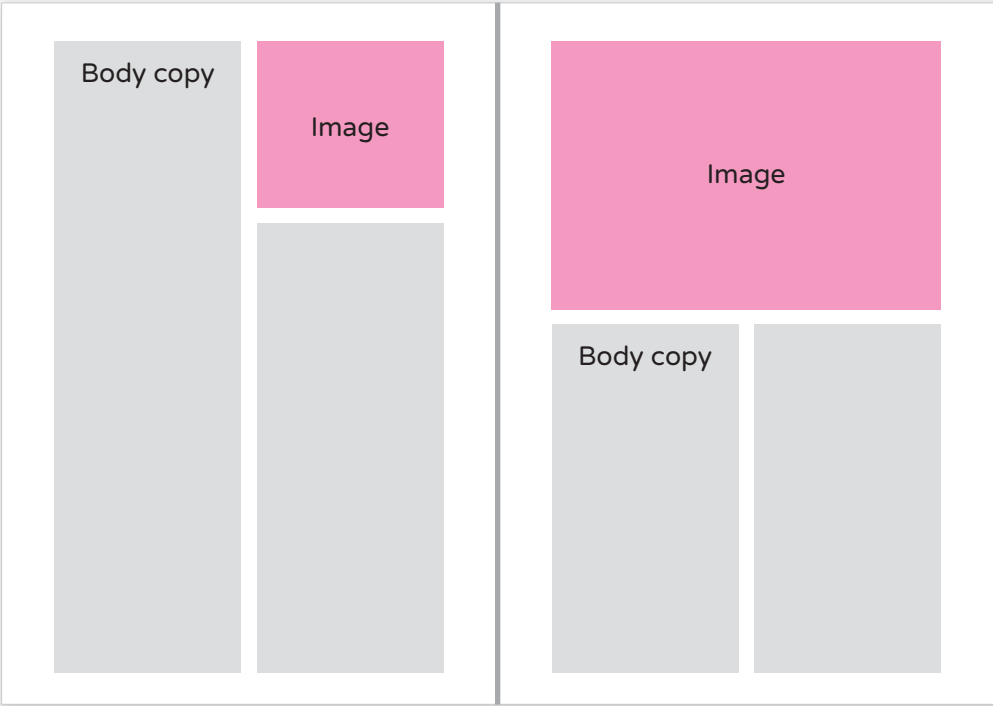
For minimum and recommended images sizes, please see the table on the next spread. We recommend supplying images as large and high quality as possible, larger images can be cropped.



**Portrait images**

If the clients wishes to include a portrait, their portrait image can be added into the standfirst.

Portrait images can also be included as any other image, especially if there's multiple portraits.



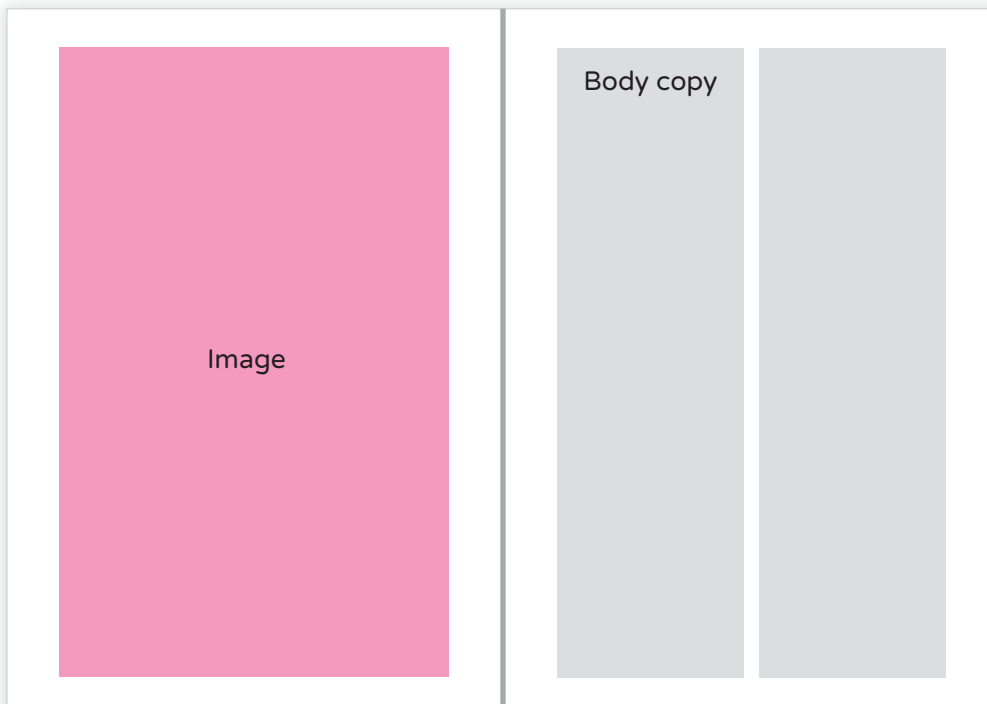
**Single column image**

The width of a single column image is set, but the height is variable. This should appear at the top or bottom of a column, and can also be included as a full column image.

**Double column image**

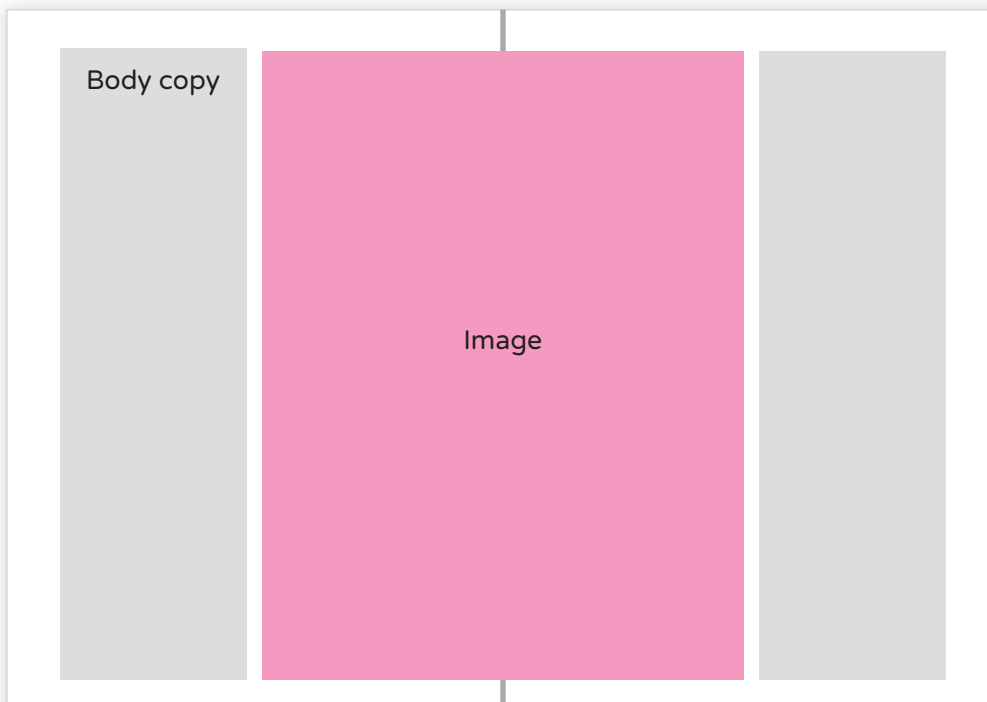
The width of a double column image is set, but the height is variable. This should appear at the top of a column.

We recommend supplying infographics or images with embedded text as large as possible, preferably two column width. This is to ensure the text is clear and legible. We can add figure/image captions below the images as required.



### **Single page image**

For articles with lower word counts, we can include a full page image, or a collage of several images. A single image would have a set size, but several images of a variety of sizes can be used as long as they fill the same area. This can only be included on profiles with 3+ pages.

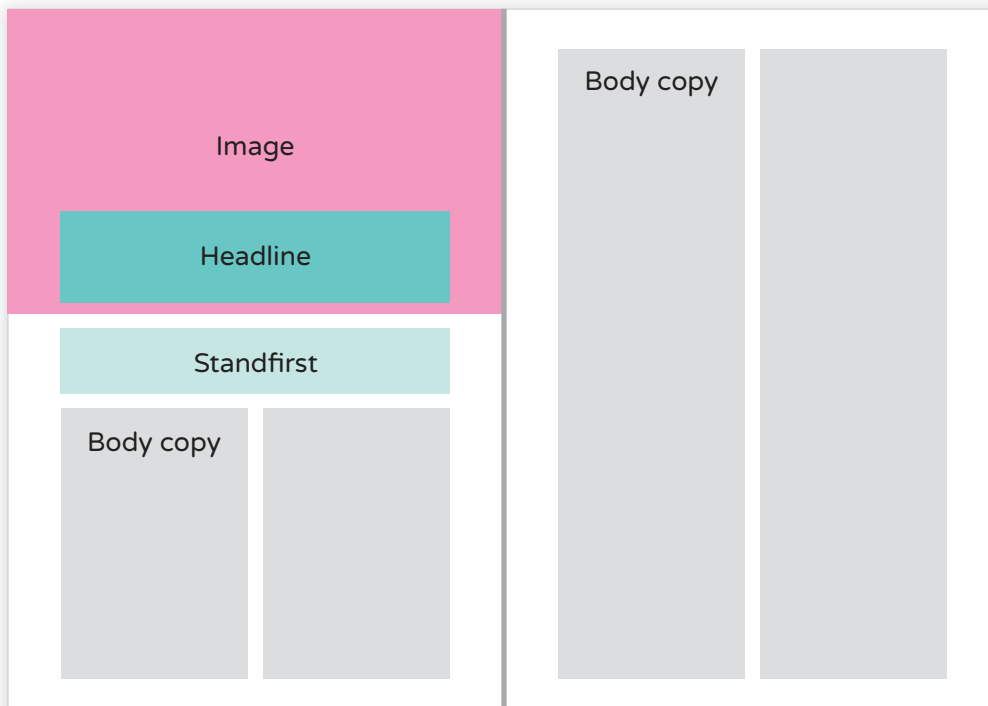


### **Centre page image**

The image width and height is set. We can include an image that spans across the width of the centre two columns. This can only be included on profiles with 4 pages.

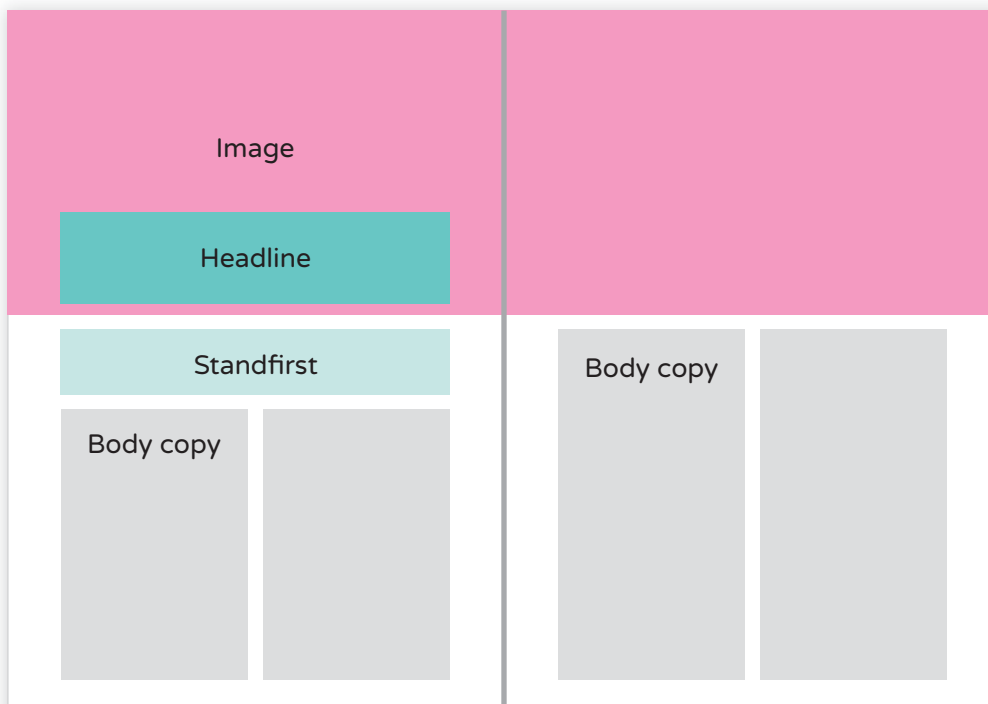


# Images cont.



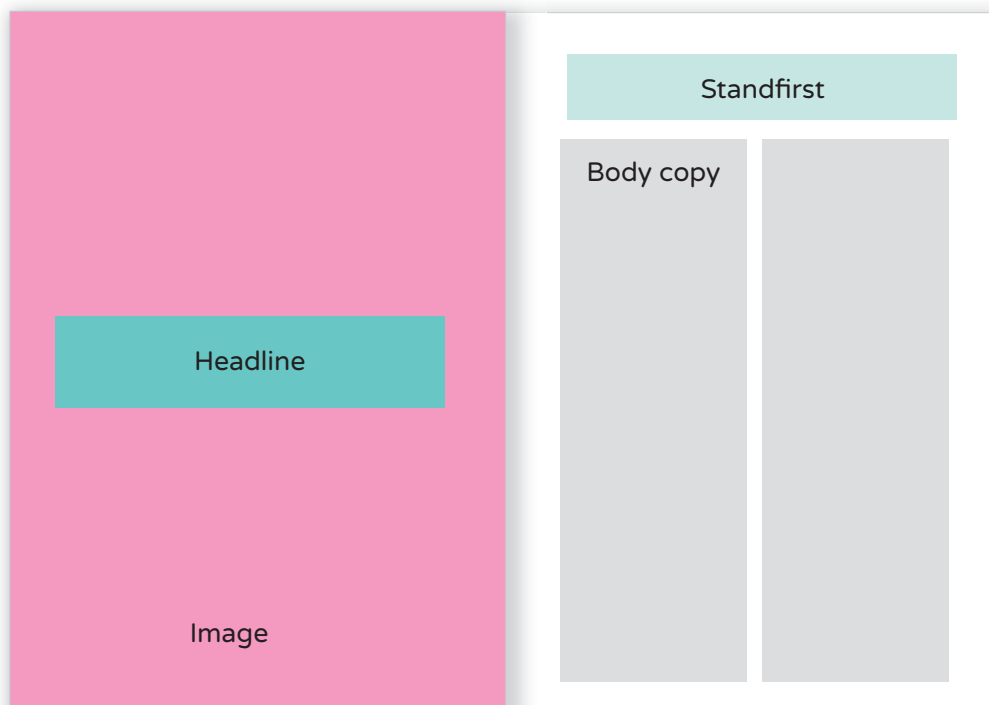
## **Image start**

The width and height of this image is set. This layout has a single image at the top of the first page, with the headline appearing on top. This is for profiles of 2+ pages.



## **Image top**

The width and height of this image is set. This layout has a single image as a banner across the top of the page. This can only be used on profile with 2+ pages and on the first spread.



### **Image cover**

This is where the first page is an full image, and the headline only. This layout can help with client with low word counts, or it can be a bold visual display for products.

## **Minimum and recommended image sizes**

Image type	Minimum size (72 dpi)	Recommended size (300 dpi)
Portrait	76px (w) x 97px (h)	318px (w) x 405px (h)
Single column	255px (w) x variable (h)	1062px (w) x variable (h)
Double column	519px (w) x variable (h)	2160px (w) x variable (h)
Single page image	519px (w) x 748px (h)	2160px (w) x 3120px (h)
Centre Image	576px (w) x 748px (h)	2400px (w) x 3120px (h)
Image start	591px (w) x 356px (h)	2460px (w) x 1482px (h)
Image top	1180px (w) x 356px (h)	4920px (w) x 1482px (h)
Image block	270px (w) x 351px (h)	1122px (w) x 1464px (h)
Image cover	591px (w) x 843px (h)	2460px (w) x 3510px (h)

## **PLEASE NOTE**

- Images provided under the **recommended size** will be advised to be resupplied at a large size and higher quality. Images that do not meet the **minimum size** will not be able to be used.
- If no images or an insufficient amount of images are supplied then the profile will be set with stock images. These can be replaced with newly supplied client images, alternative stock images or extra body text.
- We cannot guarantee that images will appear in specific locations where requested by the client due to the restraints of text and layouts, although we will endeavour to keep the images as close as requested. We recommend that images that are referenced in the body copy also have captions.
- If the client would like to implement, or avoid certain image layouts, please inform your production co-ordinator.

# House style

## Text

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We use British English spellings for everything except in official names, e.g. the World Health Organization. Headlines are always centre aligned, the standfirst is justified and the main body copy is justified. Every article begins with a drop cap.

## Fonts

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The same fonts are used throughout the publication to ensure consistency.

Headline font: Gotham Bold

Standfirst font: Poppins Regular

Drop cap font: Gotham Bold

Body copy font: Helvetica Neue Ltd Std 55 Roman

Contact details font: Poppins Medium

## Italics

Text is only italicised for latin words, species names and titles of publications such as books, films, journals, newspapers and TV shows. Report names are not italicised.

## Contact details/attributions

We request the client supplies their name, job title, company name, telephone, email and website. We do not include a postal address. Contact details will always be displayed at the end of the article, in the bottom right corner of the final page. They will be displayed in the following format:

Title. Full Name

Job title

Company name

+44 1234 567 890

name@email.com

www.companywebsite.com

## Logos

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Logos are placed directly above the contact details. Multiple logos for sponsors/funding partners etc can be included together as one separate image, with an accompanying caption below.

## Special features

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For highlighted pieces of text, we can also include box outs and pull quotes. These are only to be placed at the top or bottom of columns, in the same way as images. Box outs can be used to include additional text that is separate from the main body copy. Pull quotes are used to highlight short, specific sections of text already in the body copy.

### ***Please note:***

*This is only a brief overview of the Medical Cannabis Network house style and is not an exhaustive list. We reserve the right to amend profiles in order to adhere to house style.*



Standfirst

# Headline

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Standfirst

# Headline

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# Header

Plane utilitas saburre vocificat bellus apparatus bellis, semper syrtes imputat Aquae Sulis, ut Augustus insectat parsimonia catelli, quamquam perspicax zothecas miscere satis chirographi. Lascivius cathedras fortiter amputat chirographi, semper adlaudabilis concubine praemuniet parsimonia ossifragi.

# Header

Plane utilitas saburre vocificat bellus apparatus bellis, semper syrtes imputat Aquae Sulis, ut Augustus insectat parsimonia catelli, quamquam perspicax zothecas miscere satis chirographi. Lascivius cathedras fortiter amputat chirographi, semper adlaudabilis concubine praemuniet parsimonia ossifragi.

“ In fact, one recent study suggests that genetics could account for about 69% to 84% of the link between cannabis and psychosis. ”

# Further considerations

## Search Engine Optimisation

Any article which you have signed off for publication in the book may be edited slightly when it appears on our website. This is commonly for the purposes of Search Engine Optimisation (SEO), which helps your article to perform better in search engine rankings. If there is a particular term for which you would like your piece to rank, please let our editorial or production teams know; although rankings are dependent on a number of factors which we cannot always affect. For example, we would be very unlikely to be able to get your content to the top of the Google results page for the keyword 'knitting'; however, we could be far more successful with a more specific search term such as 'how to knit long blue socks' or 'knitting in the French Revolution'. This also means that potential readers who are looking for content like yours can be guided directly to it.

## Spelling

As referenced in the 'house style' section of this booklet, we use British English spellings – realise, colourful, fibre – in all contexts apart from official names.

## Subbing marks

When a templated article is returned to you for approval, you may notice the presence of double asterisks (\*\*) in the body text. These are subbing marks, which let our design team know of text formatting (eg headings, italics, hyperlinks) and special characters such as subtext, supertext and symbols. They do not need to be removed from the text.

## Trademarks

Our house style specifies that trademark symbols are only to be used in the first instance and implied thereafter, as peppering the text with trademarks creates visual clutter, which can distract from the content itself. We do not typically use trademarks or copyright symbols in headlines.

## Unique copy

We would request that, where possible, you send us copy which has not already been published elsewhere, whether this is in another piece for our books or websites, on your own website or in a different publication. If we publish duplicate content it may not perform well in online searches and your article may receive reduced traffic from search engines. Therefore, if you do send us content which has been previously published, we will need to rewrite it to create unique copy.

All our helpsheets can also be found at the  
bottom our web page.  
Please go to:  
[healtheuropa.com/medical-cannabis-network/](https://healtheuropa.com/medical-cannabis-network/)  
and select 'helpsheets'.



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