

Technical

Sizes

- A4 Full Page - 210mm Wide X 297mm High + 3mm Bleed
- 1/2 Page 180mm Wide X 125mm High No Bleed:
- 1/4 Page 85mm Wide X125mm High No Bleed:
- 1/2 Page Vertical Advert 95mm Wide x 265mm High No Bleed
- 1/4 Page Vertical Advert 62mm Wide x 265mm High No Bleed

File Formats

- High Resolution 300dpi CMYK PDF Document with all fonts embedded (Same Size)
- High Resolution 300dpi CMYK JPG file (Same Size)
- High Resolution 300dpi CMYK TIFF file (Same Size)
- Original Quark File with all High Resolution 300dpi CMYK files included and fonts, MUST BE ZIPPED UP Design Requirements

- We require a clear, simple and concise brief from the client advising us what products they wish to advertise and what they want to achieve from the advert.

- We ask that all pictures, images and illustrations be provided at 300dpi, in CMYK format and of relative size (hence a 30mm square image cannot be used at 210mm square), either as JPEGs or TIFFs.

- No images should be used directly from the web.

- All fonts to be supplied (Mac formatted)

- All logos to be provided in their native files, ie Illustrator Logos as EPS or Ai files, Photoshop Logos as PSD or Tiff files.

- All logos to be layered.

- No flattened images. Design / Artworking Charges

- 1/4 page - £25

- 1/2 page - £50

- Full page - £100

These rates entitle the client to a proof of the advert and then 3 sets of changes. If further work is needed after this it will be charged @ £36/hour. Invoices will be sent directly from Creative Media. Agency Discount

- 10% discount is available only to recognized agencies. Copy Delivery

Please send to:

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