



Artwork Guidelines

Artwork revision 1.0

Index Page

This guide defines the artwork guidelines required to maintain a level of standard when designing and supplying artwork to us

Supplying Artwork

- Page sizes
- File formats
- Fonts
- Colours
- Image quality

The Checklist

Designing for You

- What we do
- What we need from you

Contact Details

Supplying Artwork

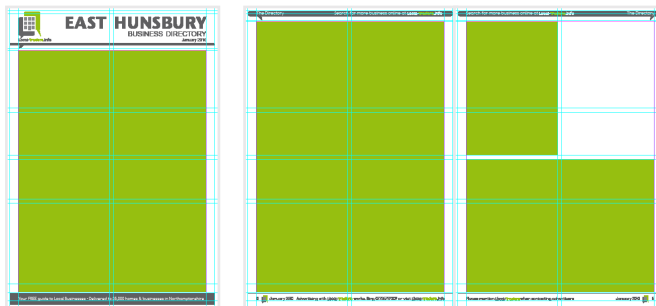
Working with us to represent your brand

Page sizes

Please ensure your advert has 2mm of bleed all round. This means if you had a Full page advert, your final document size would be 136x194mm.

To ensure all important elements are on your page, please keep a safe zone of 1.5mm round the inside.

Page sizes:	Printed	Inc Bleed
Outer:		
Front page:	132x169.5	136x173.5
Back (full)	132x190	136x194
Inner:		
Full page	132x190	136x194
Half page:	132x94	136x68
Quarter page:	64x94	68x98



Full page
132x190mm
printed size

Front page
132x169.5mm
Printed size

Quarter page
64x94mm
Printed size

Half page
132x94mm
Printed size

Image quality

Whether you are preparing images for your artwork or your actual advert, please make sure they have a 300dpi (dots per inch) resolution.

This is to ensure that images are crisp and clean and not pixelated.

This can be checked in most photo-editing software such as Photoshop or Paintshop Pro in the Image options.

Web images are generally 72dpi. If you intend on using web images in your file, please do not change the resolution to 300dpi as this merely adds pixels to the image as opposed to making it bigger or better.

Instead, look for images that are of adequate quality. Images above 800pixels wide can be used if necessary but should be used with caution.

The Checklist

Checking your artwork compatibility

Have you done the following..

Page / Layout

- ✿ Have you used the correct page size?
- ✿ Have you included bleed?
- ✿ Have you included a safe area for your important text?

Artwork

- ✿ Are your images converted to CMYK? (see page 13 for explanation)
- ✿ Are they high resolution? Have you checked the quality?
- ✿ If you are using a word document - Have you included the fonts?
- ✿ Are you using an accepted file format? (see page 13 for explanation)

Content

- ✿ Contact details including email and web address
- ✿ Catchy title or promotion
- ✿ Content rich copy
- ✿ Your logo
- ✿ Is the style consistent with your other branding materials

Designing for You

Helping us design your artwork

What we do

If you don't have the resources or time to design an advert yourself, then we can do that for you.

There are number of things we will need from you that will help us best represent you and speed up the process.

We will design a minimum of 2 adverts for you to review. If you aren't happy, we can make additional modifications.

Once approved, you will have a copy of the artwork for future use.

What we need from you

Original logo artwork

If you don't have this, we might be able to reproduce it for you or provide a suitable solution

Images

If you want your advert to contain images, please supply these or indicate the type of image you would like.

If you are taking them from the internet, please be aware that most web images are low resolution and may be pixelated.

Point of interest

Do you have a grabby headline or promotion to draw attention?

Body Copy

Please supply the information you would like to feature in the advert. If you don't feel confident writing this, we can compile the information for you from a bullet pointed list.

Contact details

How do you want your customers to contact you? Providing full contact details appears more credible than an advert with just a email address.

Style & Colour scheme

Do you have an existing style or colour scheme used in other media? Do you like your website design and want to carry that across to your advert?

Consistency is important in building familiarity with your customers. Even if you don't have a set style, picking a style from other adverts that you like the look of will help us design for you and your business.

Contact Details

Get in touch with us

Contact

Jeff Smith

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Mob: 07725 797 309

Email address: jeff@local-traders.info

Web: www.local-traders.info

General T&Cs

General:

If you send artwork to us and no changes are made we will publish it as sent. If we have to edit or resize it we will send you a proof for your approval. If we design an advert for you we will also send you a proof for your approval. Even if you have approved a proof you can change your mind up until the cut off date and time. Once it has gone to the printer we cannot make changes or withdrawals and you will be expected to pay the cost of the advert.

Apart from the front and back pages we cannot guarantee the placement of an advert in any particular position in the magazine unless previously agreed. Because of the different technologies involved in computer screens, inkjet and laser printers and the magazine printing process we cannot guarantee exact colour matches, however we will do our best.

Refund policy:

We will refund your money if an advert is printed with errors where the proof has not been approved by the person placing the order. However it is your responsibility to ensure that the person placing the order has the authority to approve the proof on behalf of individual or company concerned. If the proof has been approved by you and the advert is printed with errors you will be expected to pay the cost of the advert (but we will take every precaution to ensure that this does not happen). We will also refund your money if the magazine does not get printed and delivered in a reasonable time frame, or if the quality is below what has been promised.

Privacy policy:

Any information we have about you such as your name, address, phone numbers and email address will be kept strictly private and not divulged to any other person or company outside of Local Traders unless we are required to by law.