

HOW TO GET THE MOST OUT OF YOUR ADVERTISEMENT

You can, of course, provide us with copy and good quality photos or line drawings (or images supplied by email as CMYK tiffs, or Jpegs) and we will be pleased to set your advertisement and proof it to you. If you want to provide your own finished advertisement, the following notes will be useful in helping you to get the best results.

TYPE

Wherever possible black will give the best results. Minimum size 8 point - 6 point for technical details, Sizes below this may not 'read very well. If you want black type on a coloured background - the background should be light - 20%-25% is best.

Wherever possible avoid reversing type, other than headlines, out of four colours, again, it may not read well, but if you want to reverse your type (i.e. white on a black or strong colour background), if you can, use the bold version of whichever typeface you are using, it will give much better results.

If you are giving us PDFs PLEASE check that your types are properly embedded. The simplest way to do this is to open your finished ad in Acrobat and check it.

COLOUR

TIFFs EPSs and PDFs must be in CMYK (cyan, magenta, yellow and black - printing ink colours) colours. RGB (red green, blue - screen colours) will almost always print monotone, and if they do print in colour the result will be very muddy.

LAB or RGB colours must be re-saved as CMYK.

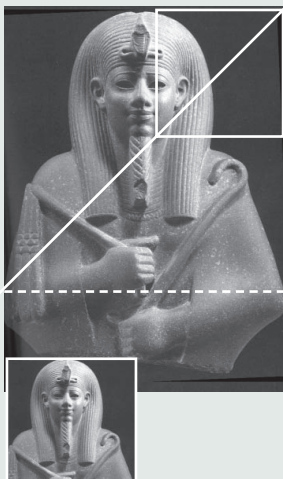
Subtle colours, particularly dark colours will print very dark, in some cases appearing as a poor black. When printed, colour is subject to 'dot gain', this means that any colour will print darker and stronger, so for instance a 50% colour will print at 70% -75% and an 80% colour will print as a solid colour. Don't go by the colour you see on your screen - or on your desk printer, but keep your colours light and bright

IMAGES

Web images are of low quality and will not make good printed pictures. Digital images will show good results provided they have been taken (as a rule) with a digital camera of 4.5 megapixels or more. A good quality photographic print, or line or colour illustration, scanned, is still often the best solution.

HOW TO PROPORTION AN IMAGE

The golden rule is that an image should not be sized up more than 10%, but can be reduced by 50% or even 60% if need be. We will scan the pictures you send us - Ideally, don't cut them out, just attach a note saying what you want, or tell your rep, who will pass on your instructions.



The white square shows the size & shape you want to end up with. Draw a diagonal line through the corners this will show you how much of your picture you will be able to use.

The dotted line will show you where your picture will end.

It is up to you which part of the picture you use, but the straight line at the end of the diagonal will show you how much you can use

