

ADVERTISING ARTWORK SPECIFICATION 2010/2011

Copy Sizes

Full Page (Bleed) 230mm x 297mm *plus 3mm bleed all round (303mm x 236mm)*

Full Page (Type Area) 194mm x 261mm

Half Page Portrait (Type Area) 92mm x 261mm

Half Page Landscape (Type Area) 194mm x 126mm

Quarter Page Portrait 92mm x 126mm

Product Selector Image plus 100 words **maximum**, including contact details.

NB. In Full Bleed ads, text should be no closer than 5mm to the edge of the page

Copy Formats

Please present artwork/print ready copy in the following formats and created to the size specifications listed above:

High-resolution PDF with fonts embedded.

QuarkXpress 7 files with cmyk graphics or image files and fonts included.

Illustrator CS3 editable eps files with cmyk graphics or image files and fonts included.

Photoshop CS3 image files at 300dpi cmyk resolution – Tiff, eps, jpeg or psd formats.

Our preferred method of receipt is via email (15mb limit) sent to adcopy@selfbuild.ie.

Please name the files clearly and include your order confirmation number in the subject line. For larger files please upload via <http://dropbox.yousendit.com/selfbuild> or use the link at the bottom of the home page on our website www.selfbuild.ie

Files may also be sent on CD/DVD to:

Peter Dunn, SelfBuild Ireland Ltd,

119 Cahard Road, Saintfield, Co. Down BT24 7LA

Tel: (UK 028) (ROI 048) 9751 0570 Fax: (UK 028) (ROI 048) 9751 0576

Other Formats

Finished artwork supplied in other formats such as Word, Publisher, Powerpoint, etc. is NOT acceptable.

Any images to be inserted should be at least 300dpi (if digital).

Unfortunately images downloaded from web sites do not reproduce accurately.

Images can be scanned from prints (photos) or good quality pre-printed material. Negatives cannot be accepted.

Text for advertising copy should be supplied as a Word file and emailed to: adcopy@selfbuild.ie

Disclaimer and IMPORTANT NOTE

Where reproduction of colour or detail is of particular importance, the advertiser must provide a match print along with the copy. In the absence of a match print, the publisher cannot accept responsibility for the accuracy of the colour or detail of the advertisement. Any colour trapping or overprint settings on artwork/print ready copy supplied to us will be applied to the finished print and may differ from the proofs supplied as the settings may apply to colour separation situations only. Please ask your designer to check these separation characteristics before sending in the disk. Thank you.

SelfBuild Ireland Ltd.

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