

Thank you for advertising with us, obviously we want to produce your advert to the highest standard and as such we have set out a list of guidelines regarding the all the formats that can be used for creating artwork for print and a warning about potential pitfalls.

Formats and guidelines for providing 'print-ready' artwork

High-Resolution PDF - (our preferred format)

please set as CMYK * and ensure all fonts have been embedded

JPEG - high resolution e.g. 300 dpi & set as CMYK

EPS - “ “ “ “

TIFF'S “ “ “ “

* CMYK means Cyan Magenta Yellow Black otherwise known as full colour process.

Please note there are potential problems with Microsoft Publisher or Microsoft Word

These are not professional design programmes and as such, artwork can be hit or miss.

In most cases we are able to work with these formats and get perfectly good results but please note that whilst your design may look complete on your screen, when transferred to another computer, this can become distorted – words can be omitted, fonts altered or indeed colours changed. WORD and Publisher will not alert us to these problems and without a hard copy we have no way of knowing how your advert should look.

Consequently, we prefer you to submit your advert in another format.

If this is not possible, then we will automatically make a nominal charge of £ 10 to cover the time required to check out or alter the advert to an acceptable format and we will send you a PDF proof for approval.

We also accept files from the following programmes;

Adobe Illustrator - Please ensure fonts are converted to outlines & images are embedded

Adobe InDesign – Please ensure fonts are converted to outlines, images are embedded & document is packaged.

Adobe Photoshop- Please ensure layers are flattened, at least 300 dpi, JPEG or Tiff

QuarkXPress- Please supply fonts and images i.e. collect for output

General Artwork Summary

We assume that your artwork will arrive to us as 'print-ready' artwork. With hundreds of adverts arriving to us in our studio in various formats for each issue, we take your advert and place it in the agreed position within the Advertiser ensuring it is positioned correctly and looks good on screen.

If artwork is not 'print-ready' it may look good on screen but when printed out errors can very occasionally occur.

If you are unsure if your artwork is 'print-ready' or need artwork checking or setting then please let

us know. We can then check your artwork in detail to ensure it will print correctly, and as this is quite involved , we offer this service for a one-off cost of just £ 10. Alternatively if you would like us to create your artwork from scratch, the rate will be from £ 40 with the client supplying text and images. Proof will be sent.

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