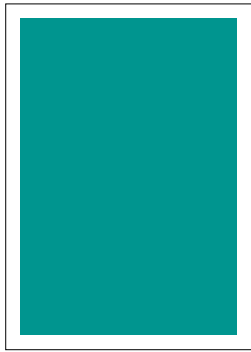


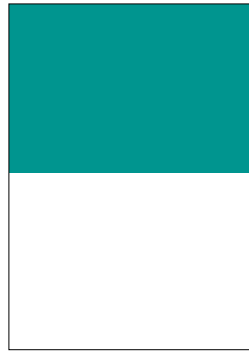
Newsletter Advert Specification Sheet



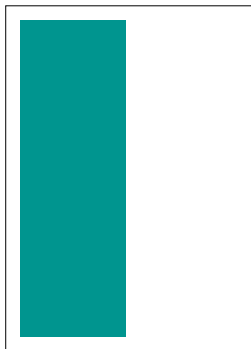
Full Page
277mm x 190mm



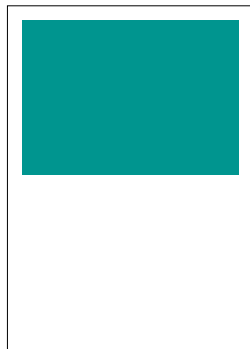
Full Page Bleed
Trim 297mm x 210mm
Bleed 303mm x 216mm



1/2 Page Horizontal Bleed
Trim 145.5mm x 210mm
Bleed 148.5mm x 216mm



1/2 Page Vertical
277mm x 92.5mm

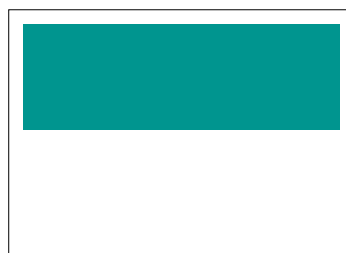


1/2 Page Horizontal
135mm x 190mm

eShot and web adverts



eShot advert
345 pixels x 164 pixels



Website banner advert
710 pixels x 166 pixels

Digital Artwork Requirements

We can accept the following:

- Zip Disc (100mb or 250mb)
- CD

Email: info@characterdesign.co.uk

Please indicate intended publication.

Format

- Distilled PDF
- Illustrator.eps
- Photoshop.tiff

PDF file creation

Acrobat Distiller 5.05 is recommended for creating version 3 compliant PDF files.

- PDF version 1.3 or higher
- Files must not contain transparent elements
- Files must be composite
- Files must be CMYK
- Imagery must be 300dpi in the final PDF
- Multiple Master and Truetype fonts must not be used
- Pseudo italics and bold must not be used
- All fonts must be embedded
- All embedded fonts must be subsetted

For a detailed work through on how to create postscript files from QuarkXpress visit www.pass4press.com.

Other Formats

If supplying images, logos etc they must be supplied separately and must be of 300dpi resolution.

Images and logos downloaded from websites are only 72dpi and of low quality and are not acceptable.

If you are unable to supply any of the above formats and are working in Word, this is acceptable but could incur additional artwork costs. If you would like further information please do not hesitate to contact Richard Low at Character Design 01981 541154 or email: info@characterdesign.co.uk

Web Adverts

Max 710 pixels wide (No frames)

Format: HTML (can reference graphics and stylesheets on external sites, i.e. Company Logo etc.)

Please also supply:

- URL of Company website
- URL of preferred Company Logo (preferably approx. 300 pixels wide max)
- Email address of contact person (also OK to use as mailto link in HTML page advert) Ideally, entire page, including all graphics referenced should not total more than 75Kb. Any links in the advert should point to either the advertisers site or the advertising agency's site only.

eShot Adverts

Advert are subject to availability and receipt of invoice, you will be informed on enquiry.

Artwork should be sent in the first instance to:

ACDM
 105 St Peters Street
 St Albans, Herts AL1 3EJ
 Tel: 01727 896080
 Fax: 01727 896026