

Advertisement Copy Details

Digitally Supplied Artwork Requirements

Please supply copy in one of the following Mac or PC formats:

- QuarkXPress - Please supply all fonts used.
- Adobe Illustrator - Please supply any fonts used or convert them to outlines.
- Adobe Photoshop - With a layered file supply any fonts used or rasterize them.
- Microsoft Word - Please supply any graphic files separately.

Digital image requirements for all graphics used:

- All colour or greyscale graphics need to be 300 pixels per inch.
- Logos and photos taken from websites are not suitable unless a specific download function for Hi-Resolution images is part of the site.
- Lineart/Bitmap graphics need to be 800 pixels per inch.

File formats for all graphics used:

- Hi-Resolution EPS, TIFF or JPEG files are required.
GIF files are not suitable for print purposes.

You can supply your artwork via one of the following routes:

- E-mail **Directories:** studio.kemps@dial.pipex.com
 Magazines: magazines@kempspublishing.co.uk
- ISDN 0121 764 4094

NB. On all email or ISDN messages please indicate your COMPANY NAME and ORDER NUMBER.

- CD, ZIP Disk Please include a hard copy proof for reference.
- Hard Copy Clear hand-written/typed copy that can be used with any good quality printed logos (ie; letterhead or compliment slip) and sent by post.
Logos sent via fax are not suitable.

Additional Points:

- Where possible please supply a hard copy proof of your advert for reference purposes.
- We cannot use PC fonts but will endeavour to match them with their Macintosh equivalent. Usually only the names differ and most standard Microsoft Office fonts are supported.
- Please ensure that you have supplied ALL the components of your advertisement
- A black and white (colour where applicable) laser proof of your advertisement will be supplied for your approval.
- Under no circumstances will advertisements containing coupons be accepted