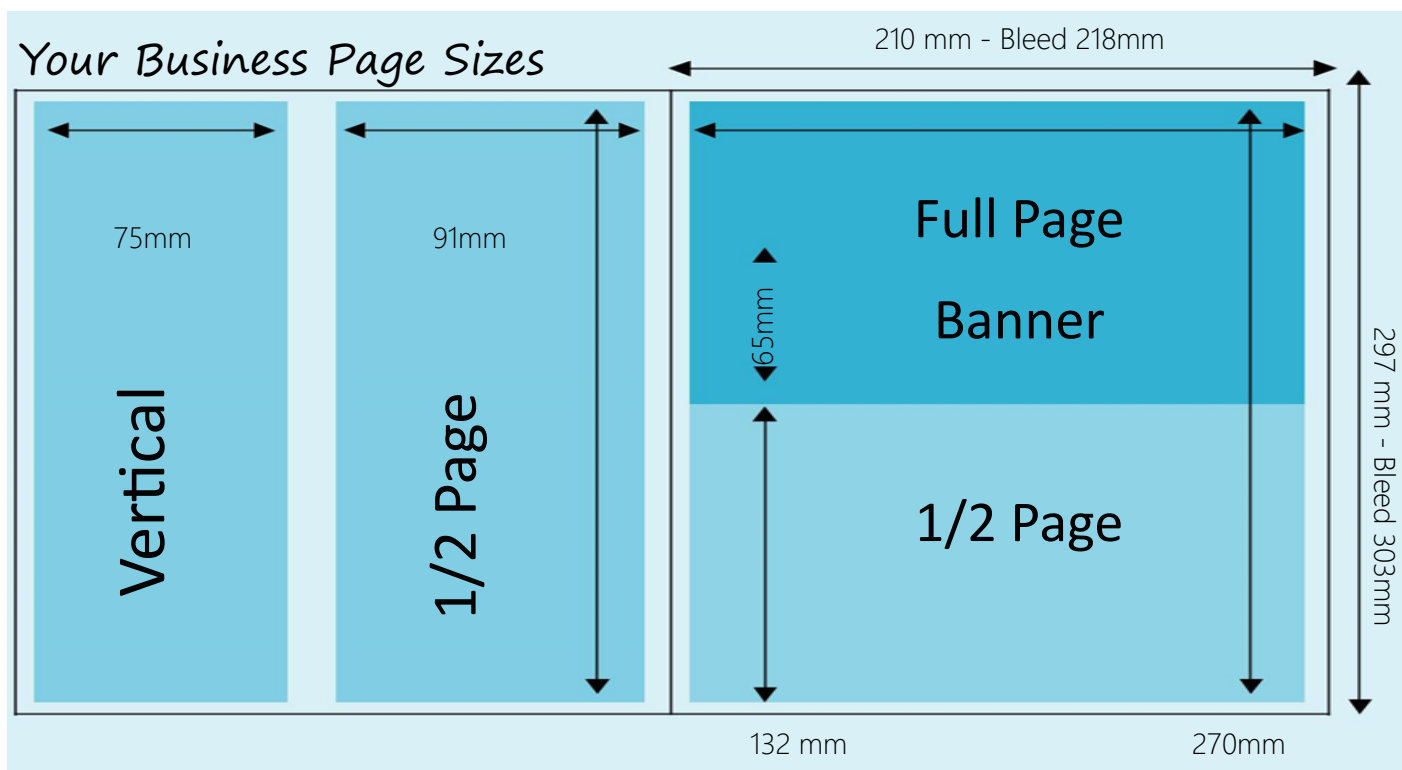


## Advertising Guidelines

Below are sizes for specific picture advertisements in our quarterly Your Business Magazine. Please refer to these sizes and guidelines carefully when submitting an advertisement request. (Turn page for guidelines)



## Advertising Rates and Data Inserts

Size	Dimension (mm)	Trim	Bleed	Rate	Members Only : £200 + VAT (1500 mailing)
Double Page	270h x 396w (text area)	297h x 420w	303h x 426w	£1300.00	All rates are subject to VAT. Chamber members receive a 10% discount on all adverts. A 20% discount is applicable for 4 or more insertions booking at the same time. Specific pages cannot be guaranteed and placement is at the discretion of the editor.
Back Cover	270h x 190w (text area)	297h x 210w	303h x 216w	£1000.00	
Premium Pages (inside front/back)	270h x 190w (text area)	297h x 210w	303h x 216w	£800.00	
Full Page	270h x 190w (text area)	297h x 210w	303h x 216w	£740.00	The magazine is typeset by a leading advertising agency who can assist in the design of your advertisement.
Half Page (Landscape)	132h x 190w	N/A	N/A	£425.00	
Half Page (Portrait)	270h x 92w	N/A	N/A	£425.00	
Vertical Strip	270h x 75w	297h x 75w	303h x 81w	£300.00	
Banner	65h x 190w	N/A	N/A	£300.00	

## Advertising Guidelines

### COLOURS

All colour files must be supplied as CMYK. RGB, lab or spot colours will be converted to CMYK automatically by our software and we can not be held responsible for undesirable colour shifts.

### FONTS

All fonts must be embedded in the document. We cannot receive fonts from customers because it is illegal. If you are supplying an EPS file then please ensure that all fonts have been converted to paths or outlines before saving. If fonts are not embedded in the document we must ask you to re-supply the file.

### RESOLUTION

Colour and greyscale images should be 300dpi. monochrome images should be 1200dpi. Supplying images at low resolution can lead to a loss of quality. We do not check for low resolution images and we cannot accept liability for quality issues relating to this.

### SIZE

All adverts should be supplied as single pages. If your advert is within a 5% tolerance of our specification then we will automatically re-size your advert without asking you. We cannot accept liability for the undesired results. If the advert is outside of the 5% tolerance we will ask you to re-supply the file at the correct size.

### NAMING

Our file naming convention is "advertisers, magazine name, month", eg.hays.01.yourbusiness.pdf.

### ACCEPTED FILE FORMATS

We accept PDF (preferred), Postscript, EPS, TIF and JPEG.

### ACCEPTED APPLICATIONS

We accept CMYK Illustrator and Photoshop files with fonts converted to paths. We do not accept QuarkXpress or InDesign files.

### BLEED

Adverts should be supplied with 3mm bleed wherever they will be printed to the edge of a page. If bleed is not present you will be asked to re-supply or, depending on the design of your advert, we may add bleed for you.

### KNOCKOUT/OVERPRINT

Ensure that knockout and overprint are set correctly in the source application document. These settings will be present in the PDF generated from the application file and will be honoured in print. We cannot accept liability where an advert appears incorrectly in print and the fault is shown to originate from the application file.

### CONTRACT PROOFS

To help our printers achieve colour accuracy please can you supply a contract proof. A contract proof should be generated from a high quality proofing device such as a Cromalin proof. Laser proofs from desktops can be supplied as content proofs but these will not be sent to the printer.