

## ADVERTISING ARTWORK GUIDELINES

Thank you for your interest in advertising in the Iver Parish Magazine. To make it as easy as possible to get your advert ready, this document describes in detail all our requirements on your artwork.

We're expecting that you'll prepare your own artwork but if you need us to, we can prepare artwork for you, just supply any logos or images you wish to use along with the wording you would like displayed and we will do the rest. There's a £20 donation to the Iver Parish Churches for this service. If you'd like us to design your advert, just write to us at [magazine@iverparishchurch.org.uk](mailto:magazine@iverparishchurch.org.uk)

### TECHNICAL REQUIREMENTS

Artwork Size	Dimensions	Orientation
Full Page advert	138mm x 193mm	Portrait only
1/5 page advert (banner)	138mm x 37mm	Landscape only
1/5 page advert (portrait)	68mm x 76mm	Portrait only
2/5 page advert	138mm x 76mm	Landscape only
3/5 page advert	138mm x 115mm	Landscape only
Inside Cover - Full page	148mm x 210mm + 3mm bleed	Portrait only
Inside Cover - 1/5 page advert	148mm x 42mm + 3mm bleed	Landscape only
Inside Cover - 2/5 page advert	148mm x 84mm + 3mm bleed	Landscape only
Inside Cover - 3/5 page advert	148mm x 126mm + 3mm bleed	Landscape only

Your artwork must be:

- Produced at, or able to be reduced in size without distortion to, exactly the sizes above
- At least 300dpi at the size we shall be using your advert
- In CMYK format
- Preferably in JPG or PDF format.
- E-mailed to [magazine@iverparishchurch.org.uk](mailto:magazine@iverparishchurch.org.uk)

**When saving artwork always choose the highest-quality option your software gives you.** Saving at a lower-quality might cause problems such as blurry text or distracting ripples.

We're sorry, but unless you've made a donation for us to design your ad, we can't resize or otherwise change your artwork and we'll send back anything which does not meet these requirements. *If you are unsure about whether your artwork meets the above requirements please submit it in plenty of time to be resubmitted if needed.*

### HINTS AND TIPS

- Less is more!
- Don't try to cram in too much wording. It's better to use a strong image and one well-chosen sentence. We prefer not to run advertorials or adverts with lots of text, and recommend an absolute word limit of 100 words.
- Remember, that your artwork should be supplied in CMYK.

### ADVERTISING RATES & DEADLINES

PER ISSUE	1/5 page	2/5 page	3/5 page	Full Page
Black & White	£20.00	£40.00	£60.00	£100.00
Colour	£22.50	£45.00	£67.50	£112.50
Colour (Inside cover)	£25.00	£50.00	£75.00	£125.00
A5 Flyers (self printed)	£100 to distribute with the magazine 2600 copies to be delivered to Iver			

Advertising space can be booked for 1 to 10 issues and are charged in multiples of the per issue fee.

Artwork and copy deadline is the 4th of the previous month. Please ensure all files are sent to [magazine@iverparishchurch.org.uk](mailto:magazine@iverparishchurch.org.uk) before this deadline.

*If you require more information on advertising, please contact [magazine@iverparishchurch.org.uk](mailto:magazine@iverparishchurch.org.uk)*