

• Specification Sheet •

Please take a moment to read either section A or section B below, depending on your needs.

The look of your advert reflects how people perceive your business,
so please help us so we can achieve this for you.

A. When supplying complete adverts

Ad sizes are:

Full page: 240mm deep by 170mm wide + 3mm bleed on all edges

Half page horizontal: 106mm deep x 150mm wide

Half page vertical: 216mm deep x 73mm wide

Quarter page: 106mm deep x 73mm wide

Eighth page: 49mm deep x 73mm wide

If supplying your own advert please supply as a CMYK 300dpi print-ready PDF or a
CMYK 300dpi uncompressed JPEG.

B. When supplying items for us to make an advert for you

- Photos need to be large, high resolution files, and ideally not tampered with
 - Logos also need to be large
- Images grabbed from your website will almost always be too small for print
- A good rule of thumb is that if the file size is under 400KB then it's probably too small
- We may be able to adapt a pre-existing advert for another publication if it is the original artwork or a high resolution PDF of that artwork. If in doubt, please ask.
- We cannot use: scans or photographs of your logo or adverts, fuzzy imagery or low resolution photos and graphics. They will not reproduce well.

We understand that creating artwork for a magazine may be new to you.
If the above doesn't make sense please speak to the New Forest Messenger's design team
on 023 8178 7052 or at simon@ceratopia.co.uk and we'll be happy to guide you.