BRIGHTSIDE PUBLISHING

Advertising Design Guide

WE HAVE 5 SIZES OF ADVERT AVAILABLE:

285mm

240mm

FULL PAGE
WITH BORDER

315mm

FULL PAGE
MEASUREMENTS
INCLUDE 5mm BLEED

345mm

18
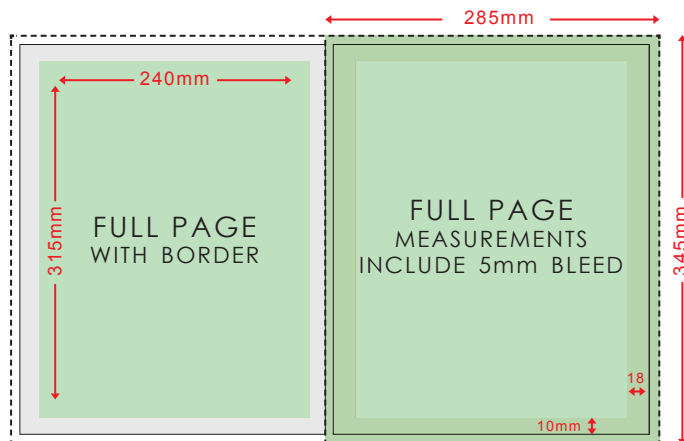
10mm

For FULL PAGE WITH BLEED, please keep all text/logos within the safe margins:
TOP/BOTTOM 10MM
RIGHT/LEFT 18MM

117mm

154mm

1/4
PAGE

239mm

154mm

1/2
PAGE

117mm

1/2
PAGE
VERTICAL

315mm
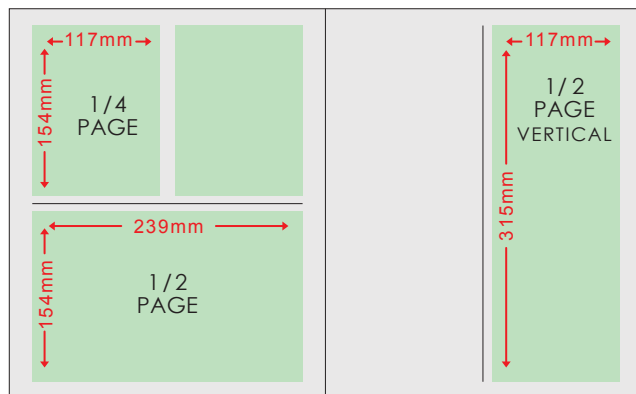
We also offer double-page spreads and advertorials

COLOUR:

All advertisments must be provided as a **CMYK pdf**. It is almost impossible to replicate exactly in print the colours that you see on a computer screen, but designing in CMYK will help to achieve the best possible reproduction of colour.

We print on a **recycled newsprint.** The ink as it dries is absorbed into the paper which can give the final design a slightly faded, mottled look.

TEXT:

For black text on white background, minimum font size is 8pt.

For coloured text on white background, minimum font size is 12pt.

For text on single-colour background, minimum font size is 10pt.

For text on background made up of more than one colour, minimum font size is 12pt.