

Here are some tips for when you create your ad, including dimensions and colour guides to ensure maximum clarity and print quality.

Our advertising and design team is always on hand for advice. We can even outsource a designer to help create your ad.

# DESIGN SPECIFICATIONS

## DIMENSIONS

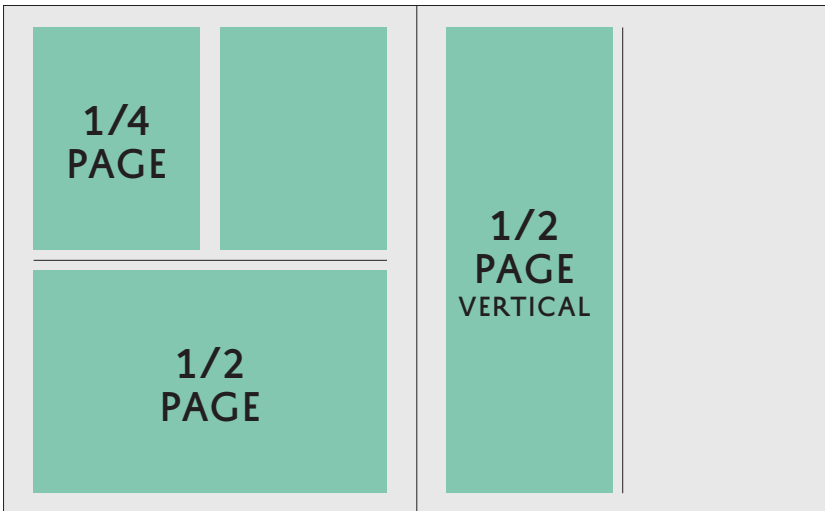
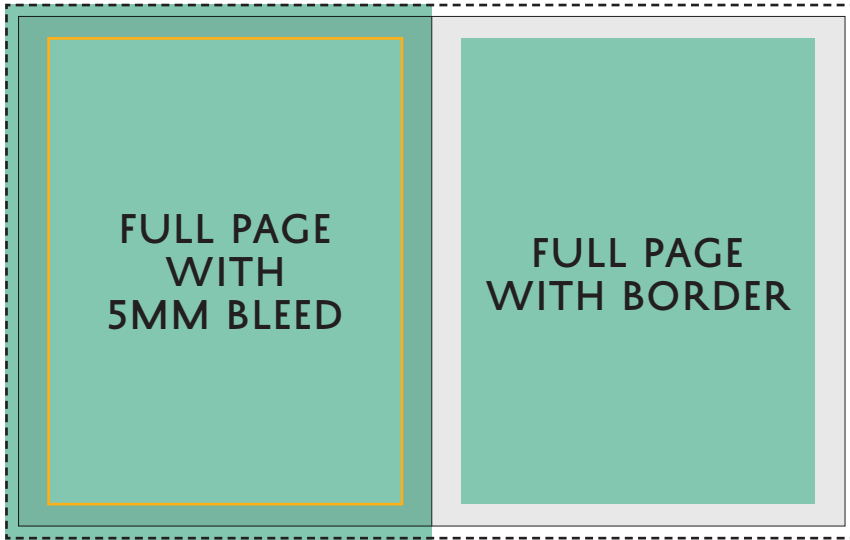
**We have 6 sizes of advert available:**

| Type of ad            | Dimensions  |
|-----------------------|---|
| *Full page with bleed | W: 285MM x H: 345MM<br>(THIS MEASUREMENT<br>INCLUDES 5MM BLEED) |
| Full page with border | W: 240MM x H: 315MM   |
| 1/2 page              | W: 240MM x H: 154MM   |
| 1/2 page vertical     | W: 117MM x H: 315MM   |
| 1/4 page              | W: 117MM x H: 154MM   |

**For pricing, contact Jen Brammer:  
all bookings are now subject to VAT**  
[jen@brightsidepublishing.com](mailto:jen@brightsidepublishing.com)

\*PLEASE ENSURE THAT ONLY BACKGROUND COLOURS  
AND IMAGES EXTEND INTO THE FULL BLEED AREA, ANY  
TEXT COULD RISK BEING BE CROPPED OFF.

# ON THE PAGE



# DESIGN SPECIFICATIONS

## COLOUR

- 1 All advertisements must be provided as **CMYK pdf's**.

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. A different profile like RGB, when converted to CMYK will result in differences in colour, which will often look dulled or washed out in the final print.

When it comes to corporate colours in a logo for example, these must be provided in CMYK to avoid any colour correction by the printers, which may be inconsistent with your branding.

- 2 We print on a **recycled newsprint**. The ink as it dries is absorbed into the paper which can give the final design a mottled look. On the next page you can see how a printed ad can differ from the on screen version.

## AD ON SCREEN / AD IN PRINT

# Never miss an issue.

Subscribe to the Broadstairs Beacon for only £19.95 per year, or all our magazines for £34.95 per year, and get every issue delivered to your door.

[margatemercury.com/subscribe](http://margatemercury.com/subscribe)



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# DESIGN SPECIFICATIONS

## TYPE

### **Coloured type:**

As recommended by our printers, minimum text or point sizes vary depending on how many colours the text is made up of and what background it will be printed on.

If the text is made from **more than one** of the process colours (C, M, Y or K), the recommended point sizes are:

**12PT** FOR **serif** / **san serif**

**14PT** FOR **fine serif**

This will help to minimise any registration issues such as **ghosting**.

It is difficult to get four separately printed colours to line up exactly on a newspaper press. The smaller the text or rule, the harder it is to print clearly without any ghosting appearing.

This is an example of ghosting where a piece of text made up of four colours can become blurred when printed. At a small size, this can affect legibility.

# Example

## **Coloured background:**

Below are the ideal minimum point sizes for reversed/white or coloured text on a coloured background. Text printed at a smaller size could result in blurry or illegible text.

10PT MINIMUM  
FOR TYPE ON A  
BACKGROUND  
MADE FROM 1 COLOUR

12 POINT MINIMUM  
FOR TYPE ON A  
BACKGROUND  
MADE FROM 2, 3,  
OR 4 COLOURS

## **What to avoid in your design:**

Avoid white text on a yellow background, or pale background, as this will not print clearly.

AVOID WHITE TEXT ON A  
YELLOW BACKGROUND

AVOID WHITE TEXT ON A  
PALE BACKGROUND

## DESIGN SERVICE

### **Brightside Publishing can provide artwork design services.**

The cost is additional to the cost of ad space and is:

**£65 Full Page**

**£40 Half Page**

**£25 Quarter Page**

You will need to provide:

- A high res (minimum 300dpi) logo as a jpeg or eps file
- A selection of high res (minimum 300dpi) images as a jpegs or eps file

- All copy you would like written including contact details and social media handles
- If you have a preferred layout, please provide us with examples of this form either previous ads or links to ads in our or other publications.

We will in turn provide a digital proof and you can make changes as you see fit.



# TERMS AND CONDITIONS

## Your booking and communication

Thank you for your booking into one or more of our Brightside magazines. Please reply with your registered business address (or a home one) and a contact telephone number for our records.

We will email this address with invoices and reminders for artwork. If there are other contact details we should have for artwork and/or invoices, please also provide these in your reply. Please remember to update us if any contact names or emails should change.

## Payment

Payment **must be made by the due date** and to the bank account details specified on the invoice which will be emailed to you in advance of the magazine publication date.

Late payment penalties may apply should payment not be received by the due date. This is calculated at 10% of the overdue amount, per day, beyond the invoice due date. If you are having difficulty paying, please contact us as soon as possible and we will work together to resolve this.

**All bookings are now subject to VAT.**

## Discounts

Discounts offered are **subject to all payments being received by the due date(s)** and all ads in any series being taken.

## Cancellation

Cancellation of an ad or insert must be given in writing, a minimum of **6 weeks** prior to the publication date of the issue in which the ad is due to appear.

In the event of cancellation of an ad that forms part of a series for which a discount has been offered, the difference between the full price and discounted price will be charged for the remainder of the ads.

In the event of cancellation without the minimum notice period specified above, 100% of the cost of the ads or inserts booked is due.

When clients cancel advertisements at the last minute it has a significant effect on our business. It means we often don't then have time to sell this space on, which in turn means we have to re-organise space and causes a lot more work for the advertising, design and finance team, which is why we charge for the space. Please don't book space in our magazines unless you are confident you want to keep it.

## Artwork

Please see the design specifications section for ready artwork. Please see the design service section if you require this service - there is a cost involved.

For every ad you place, we will send a reminder of the deadline, around a week prior to the deadline for artwork.

If new artwork is not received by the date required for that issue, the most recently printed artwork will be printed instead.

In the event that artwork is not supplied to specification or by the deadline, or you instruct us not to use the artwork we are holding but fail to submit new artwork to the specification by the deadline, we will print the magazine without your ad insertion. Full payment for the ad insertion will remain due.

All bookings are accepted on the basis that these terms are agreed.