

our guide to producing your advertisement

from concept to delivery - simple steps for creating your advert

 **Burrows**
Communications Ltd

Working with the artwork department

This booklet is designed to walk you through the copy process for your advertisement.

The entire process of advertising sales, through artwork production to publishing of a customer's advertisement is carried out to constantly high standards*.

The **initial design** can be created in a number of different ways:

- From your instructions - either verbal or by way of a design draft.
- We can update or amend existing artwork which you may have used for another recent advertisement.
- You can leave it to our designers to come up with a design theme.



Supply of Press Ready Artwork - see 'Digital Files' for information of how to supply your file.



Amendments - Each advertiser can take advantage of one set of amendments free of charge. This may be to amend the design or the content of the advertisement.



Proofing - Each advertiser will receive a printed artwork proof of the artwork copy, without charge. This will be in colour if applicable.

Drafted Artwork

We offer professional artwork services – Our team of designers can design and lay out your advertisement.

This is the most suitable method if you do not have the facilities to supply the advertisement artwork as print ready digital files.

To use our service all you will need to supply good quality examples of the following basic elements:

- **Corporate stationery** - for logo + contact details
- **Descriptive text** to encapsulate your services/products
- Other **images/graphics** you may wish to include. Alternatively Burrows has access to an online **image library** of stock images that can be used in your advertisement.

If you know how you would like the advert designed please draft your layout on an A4 piece of paper. Alternatively we will produce the design of the advertisement and provide a proof for your approval.

If you have purchased full colour or spot colour (black plus one other colour), please indicate which elements you wish to appear in colour.

When supplying us with material please remember, it should be clear, crisp and unbroken and supplied at the size to be used in the advertisement or larger. Do not write on, staple or fold materials.

If you require assistance please don't hesitate to contact our copy department on 020 8773 3030



Digital Files

Supplying Digital Advertisements or elements of your advertisement digitally

ONLY the following file formats can be accepted; other formats will be rejected.

Please advise your chosen format when submitting your artwork/materials:

PDF (.pdf)

Jpeg (.jpg)

Tiff (.tif)

Eps (.eps)

Quarkxpress (.qxd) – up to version 6.5

Illustrator (.ai ; .eps) – up to version CS2

Photoshop (.psd) – up to version CS2

Microsoft Word (.doc) – Text only–

images should be supplied separately (see below)

- All files should be **saved with their file extension included** in the file name (ie: *filename.tif)
- All **fonts** should be **embedded/converted** to outlines.
- All linked **images** should be supplied.

Digital Files continued

Line art (type/text, images, logos, composed of black lines)

Should be saved at 600dpi and supplied no smaller than the size to be used in the advertisement.

Greyscale and Colour photographs should be saved at **300 dpi**

and supplied no smaller than the size to be used in the advertisement. Colour images should be in CMYK mode.

Many images are copyright controlled. You must be sure you have the right to use any image you include in your advertisement.

Please do not supply images produced for internet usage as these are normally low resolution.

Your files can be supplied on –

CD

Floppy Disc

ISDN Manager on 0208-669-3035

Email: artworkservices@burrows.co.uk - max file size 20mb

All digital artwork must be **accompanied by a hard copy** (300dpi preferred) of the advertisement. This must be printed after your file has been created. This enables us to check our output against your supplied file.

Please label all disks with your reference number and name.

If you are unsure if your digital files meet our criteria then please contact us to enquire prior to sending your files.
020 8773 3030





Update Previous

Previous Advert Copy

If you have previously advertised in another Burrows publication and would like to utilise the existing copy please indicate:

- **Title of previous publication**
- **Previous account number & page number (if known)**
- **Clearly mark/advise any amendments which may be required**

If you require assistance please don't hesitate to contact our copy department on 020 8773 3030

Advertorials

A selection of our publications, conform to a specific style of advertising. If this applies to the publication you are advertising please see details below of how to supply your advertisement copy.

These advertorials are intended to be seamlessly integrated with the design and layout of the editorial content of the publication. Therefore your advert will be designed in the house style of the publication and all you need to do is supply the following:

1. Supply descriptive text - word doc, text file, email
2. Supply photographic image/s - hard copy, EPS, Jpeg, Tiff
3. supply your contact details - word doc, text file, email

Contact our Copy Department for further details of how to supply your information, including the amount of text and images.

If you require assistance please don't hesitate to contact our copy department on 020 8773 3030



Bleed sizes

Full page adverts only*

Publication size	Artwork bleed size		Page Trim size		Type Area (max.)	
	Depth mm	Width mm	Depth mm	Width mm	Depth mm	Width mm
A4 Portrait	305	218	297	210	260	180
A4 Landscape	218	305	210	297	180	260
A5 Portrait	218	156	210	148	180	120
A5 Landscape	156	218	148	210	120	180
2/3 A4	206	218	198	210	166	180
DL	218	107	210	99	196	86
B5	184	258	176	250	215	146
Crown Quarto	262	210	254	202	220	175
Crown Metric	248	173	240	165	205	135
A6	156	113	148	105	127	87

Double Page Spreads

A4 Portrait DPS	305	428	297	420	260	390
A4 Landscape DPS	218	602	210	594	180	556
A5 Portrait DPS	218	305	210	297	180	268
A5 Landscape DPS	156	428	148	420	120	390
2/3 A4 DPS	206	428	198	420	166	390
DL DPS	218	206	210	198	196	185
B5 DPS	184	508	176	500	215	322
Crown Quarto DPS	262	412	254	404	220	377
Crown Metric DPS	248	338	240	330	205	300
A6	156	218	148	210	134	196

Do's and Don'ts

Do's

If you have a clear idea how you want your advertisement set out, please make your wishes clear.

If your text is handwritten, please write legibly, particularly unusual or technical words.

If you want your company logo incorporated in your advert, please send a clear hard copy or email, not a fax.

If you have opted for a spot colour in your advert, please advise what colour and where you wish it to be placed in your advert. If it is a corporate colour and it is important that the colour is as precise as possible, please supply us with a pantone number.

If you wish a particular font to be used, please supply the name of the font.

Please take note of the size and format (vertical or horizontal) of the space you have booked when sending in photographs to be incorporated, and try to avoid sending a horizontal picture if your advert space is vertical and vice versa.

When sending your advertisement as a pdf or tiff, please send to the correct dimensions and format as amending it to fit into the space booked by cutting and pasting is not only time consuming for the Burrows' typesetter but rearranging the advertisement may not meet with your approval and you will wish to redesign it, creating more work for you, the advertiser. Obviously it is better to get it right in the first place!!

Don'ts

Please do not fax pictures or logos for use in your advertisement. They are invariably of poor quality and will not reproduce well.

Please do not send brochures or lots of pamphlets etc. with information about your company or organisation and ask us to pick out what is important. We do not know your company or organisation and what aspects of it you wish to be detailed. If you send a brochure, please underline or otherwise mark the parts you wish incorporated in your advertisement.

Please do not send too much text for the space you have booked. This will result in such a small size font being used that it will be difficult to read.

If you are supplying a previously printed advertisement (for example, one cut from Yellow Pages) as your copy material, please do not write on, fold or staple it as we may need to scan parts of it; if you wish us to use a previous advert, but with certain amendments, please write them on a separate sheet of paper.

WHEN IN DOUBT – ASK!! 020 8773 3030

