

# Chineham *Chat*

## PREPARING YOUR ADVERTISEMENT

You can either prepare your own advertisement, perhaps using a designer or artwork house, or the Chat can do it for you.

Whichever route you choose you will need to follow these guidelines.

### **Types of Advertisements:**

There are two types of advertisements in the Chineham Chat, display and semi-display.

Display: Allow freedom to include pictures, logos, special borders etc, to choose typefaces and arrange the components of the advertisement.

Semi-display: Are text only with a standard border, typeface and size.

### **Display Advertisements:**

#### 1. Size (including border):

Full page	184mm high x 122mm wide
Half page	91mm high x 122mm wide
Quarter page	91mm high x 60mm wide
Sixth page	60mm high x 66mm wide

Any advertisement submitted without a border will have one added to distinguish it from surrounding advertisements.

#### 2. Graphics:

Borders and lines should be a minimum of 1 point wide.

Screen rulings on any half-tone picture should be no finer than 40 lpc (100 lpi).

All images must be black/greyscale except for the back cover, where spot colour in the Chat blue is allowed.

#### 3. Submission of copy, graphics or complete advertisement:

Supplied advertisements must be either black and white or greyscale.

Electronic copy supplied to the Chat Advertising Coordinator must be on CD-ROM or sent via e-mail to [artwork@chinehamchat.com](mailto:artwork@chinehamchat.com).

Electronic files must be in one of the following file formats:

.jpg	Jpeg
.eps	Encapsulated PostScript
.Indd	InDesign
.tif	Transportable Interface File
.ai	Illustrator

.pdf	Portable Documat Format
.doc(x)*	Microsoft Word

\* Please note .doc(x) files are not acceptable for finished “publication ready” artwork. They may be used for draft presentations/ideas or wording/copy updates.

Images must be greyscale and at least 200dpi resolution.

- Colour images may not be suitable for black/greyscale reproduction
- Images from websites are likely to be of too low a resolution

Copy, logos, graphics can also be supplied as “hard copy” either:

- Laser quality print on matt white paper
- A bromide (usual hard copy from an Advertising Agency)

4. Advertisers without existing suitable artwork:

Where a new Advertiser does not have suitable existing designs etc or cannot supply in the correct format, the Chat Advertising Coordinator will discuss requirements and prepare an advertisement for approval. This may incur an additional charge. Once approved, the copy becomes subject to normal copyright rules as per the Chat Terms and Conditions.

### **Semi-display Advertisements:**

1. Size:

16.8mm high x 60mm wide including border

2. Content:

Four lines of text only with a maximum of 50 characters and spaces per line.

3. Submission of copy text:

May be supplied via e-mail to [artwork@chinehamchat.com](mailto:artwork@chinehamchat.com) or by hard copy.

### **Proofing:**

You will only receive a proof of your advertisement before publication when we are designing and compiling your display advertisement for the first time.

You will not receive a proof for amendments to existing advertisements, if you have supplied ready artwork, or for any semi-display (1/20<sup>th</sup> page) advertisement.

### **Submission of Advertisements:**

1. New Advertisements:

Please do not wait for us to ask for your ready advert, images and/or copy. Send it directly to [artwork@chinehamchat.com](mailto:artwork@chinehamchat.com) including your business name in any covering e-mail, as soon as you have booked your space.

2. Updates to Advertisements:

There is no need to ask if we can update your advert. Just send your new advert, image and/or copy directly to [artwork@chinehamchat.com](mailto:artwork@chinehamchat.com). Please note that we cannot update adverts created by you/your designer and presented in .jpeg, .tif or .pdf formats.

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