



B5 Programme

Ad Artwork Submission Guidelines

Before you submit any Ad artwork please check this list to make sure your files meet our criteria:

- Ad artwork files are provided in our preferred file format(s) if possible: PDF, TIFF, EPS are preferable to JPG. Ad artwork provided within the following File Formats are unacceptable: Microsoft Publisher, Microsoft Word, Microsoft PowerPoint.
- Ad artwork files are supplied in the highest resolution possible: - minimum 300 DPI.
- Black & White Ads should be supplied in Greyscale colour space (No CMYK or Pantone Spot colours used)
- Colour Ads should be supplied in process CMYK colour space.
- Ad artwork files are the dimensions intended for publication and you have removed all unnecessary elements and white spaces.
- All fonts used are embedded or outlined.

Third-party material

If you want to include material in your artwork that is owned and held in copyright by a third party, you must obtain the necessary written permission.

Third-party material could include:

- Proprietary text, Photography, Illustrations, Logos, any other material owned by a third party.

Guidelines

- We recommend you test print your Ad artwork prior to submission at actual size and ensure that all text is legible in size and contrast.
- We recommend that all key information/text within the artwork are set within a 10mm safety margin from the Ad borders to ensure it is not set too close to the trim or fold edges.
- Where available, should you wish to have your Ad artwork print edge-to-edge within the publication, you must supply the Ad artwork with a minimum 4mm bleed.
- *Do note that Full Page (where no bleed supplied) Half Page and Quarter Page Ads will be printed with an approx 1-3mm border surrounding the Ad, to visually separate it from any other surrounding Ads.*

Limitations

- The Gilbert & Sullivan Society of WA Inc. (The Publisher) will make all reasonable efforts to maintain the quality of the final print publication, however, the Publisher makes no guarantee as to the final print publications accuracy or quality of reproduction.

Full Page B5
176mm Wide x 250mm High

Half Page B5
176mm Wide x 125mm High

Quarter Page B5
88mm Wide x 125mm High