Artwork Specifications

Page Sizes for finished artwork...

Please supply finished artwork as CMYK press ready pdfs.

Double Page Spread
420mm Wide X 297mm High designed
as two A4 pages. (see below)

Full A4 Page
Type Area: 190mm Wide X 277mm High
Trimmed Area: 210mm Wide X 297mm High
Bleed Area: 216mm Wide X 303mm High

Half Page (Landscape): 190mm Wide X 125mm High
(Portrait): 100mm Wide X 277mm High

Quarter Page: 90mm Wide X 125mm High

Classified Tenth Page: 85mm Wide X 55mm High

Website Advert
300px wide by **250px** high at 72dpi

Let us design for you...

If we are designing for you, you will need to send in any wording, images and logos to us in the preferred way outlined below.

Wording: As text only in 'rich text format' or as an MS Word document or via email.

Wordcount: Typical wordcount for an A4 Advertorial with 2 images = 520 words approx.

Images: To be supplied as TIFFs, or JPEGs at 300dpi (print resolution)

Logos: To be supplied as TIFFs, JPEGs, EPS or native files (eg psd, ai etc)

Files we can accept: JPEGs, TIFFs, EPS, Adobe Indesign, Adobe Illustrator, Adobe Photoshop and PDF ('press ready'), MS Word (for text only). If sending Indesign or Illustrator files please ensure that all fonts are supplied along with the file.
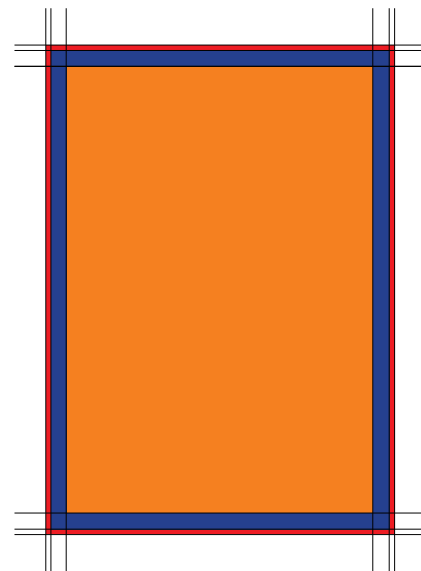
Don'ts: Please do not send newspaper/magazine cuttings for us to scan (these will turn out poor quality in print), low resolution images (anything under 300dpi is unacceptable) and the following file types: MS Publisher, Quark, .odt files, .wps files.

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Send all artwork to: artwork@mcgrathmedia.co.uk
Once your advert is designed we will send you a proof via email for you to check and sign off.

General/Sales enquiries: t: 01204 860194
Artwork: 01204 860195   Email: artwork@mcgrathmedia.co.uk

mcgrath media

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