Rate Card and Artwork Specifications

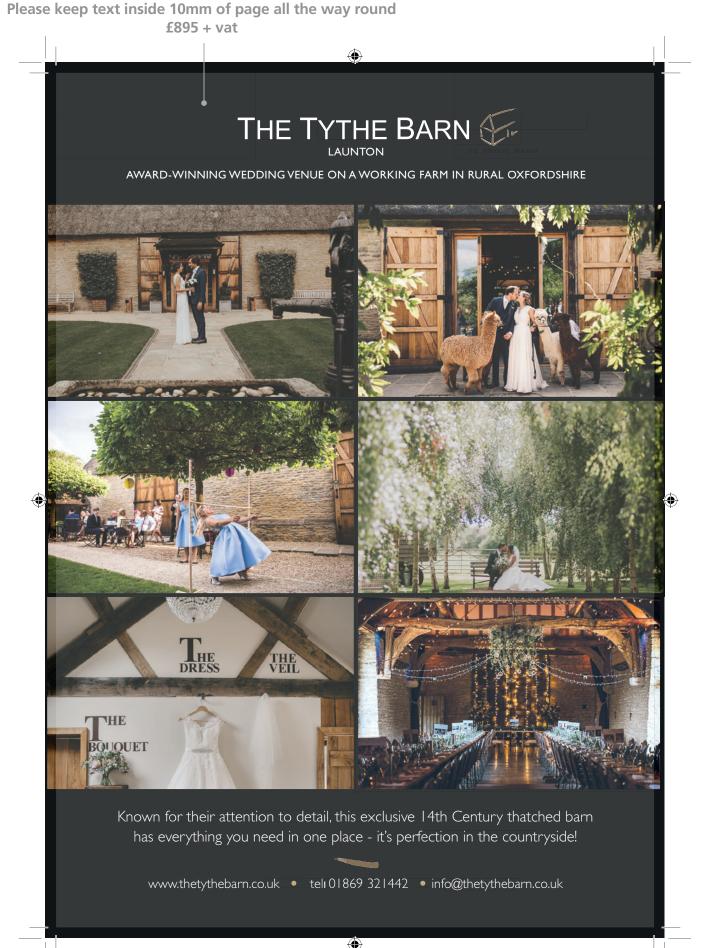
Full Page 154mm x 216mm with 3mm bleed Trim size 148mm x 210mm

Full Page - inside page margins 131mm x 189mm £895 + vat

Quarter Page 64mm x 93mm £395 + vat

Guides for Brides

Eighth Page 64mm x 45mm £195 + vat





Half Page

131mm x 93mm

£595 + vat





* By Appointment Only 01869 320556

chel@butterflybridalboutique.co.uk www.butterflybridalboutique.co.uk a Deans Court, Bicester, OX26 6RD

Double Page with 3mm bleed 302mm x 216mm/Trim 296mm x 210mm £995 + vat

Inside front cover with 3mm bleed 154mm x 216mm/Trim 148mm x 210mm £995 + vat

Back cover with 3mm bleed 154mm x 216mm/Trim 148mm x 210mm £995 + vat

Artwork Specifications

Element Specifications required by us to design your advert Artwork Specifications print ready artwork

If you are sending elements for us to design your artwork:

1. Booking

When you speak to the sales team give a brief description on how you would like the layout of your advertisement, they will then note this down for the Design team to work from.

2. CopySend us the text to be included in

If you are including your logo, this should be an illustrator or eps file or a large PNG (300dpi) file with a transparent background so that we can overlay your logo onto a background.

Please send these at reproduction size or greater, at 300dpi with colours set as CMYK. If you are using a JPG image, please do not save at low resolution, make sure you save it to the highest quality possible.

5. SAVING YOUR FILE

It is **CRUCIAL** that you name your files with your business name an underscore, the date followed by an underscore and the size of the advert you have booked, plus the file type eg:

businessname_201117_logo_quarter.jpg

businessname_201117_image1_eighth.jpg for our advertisement library.

6. Sending

Send all of your artwork to Claire:
design@guidesforbrides.co.uk
If we are designing your advert, we will
send you a proof via email, which will
need confirming within **7 days of receipt***.
If there are any changes to be made, please let us know as early as possible. **After 7 days** we will assume you are okay with the proof and will include your advert in the Guide, to go to print.

If you are sending us print ready artwork:

1. Resolution

The final resolution needs to be **300dpi** and **the size** needs to be to the **exact dimensions** of the advert you have booked.

2. Colours

All colours must be converted to CMYK for printing purposes, no RGB or Spot Colours.

3. Output

All artwork must be supplied at actual size and saved as CMYK 300dpi TIFF/JPEG/Adobe Illustrator EPS or

Do not send artwork in Word, Publisher or Powerpoint – the final resolution will not be suitable for print.

4. SAVING YOUR FILE

It is **CRUCIAL** that you name your files with your business name an underscore, the date followed by an underscore and the size of the advert you have booked plus the file type eg:

businessname_201117_ad_half.jpg

businessname_201117_ad_quarter.jpg for our advertisement library.

*NB Please satisfy yourself that the colours are correct and the image is crisp, as we do charge artwork after the 3rd proof.















Half Page: 131mm x 93mm

£595 + vat

Eighth Page: 64mm x 45mm

£195 + vat

Quarter Page: 64mm x 93mm

£395 + vat

Double Page with 3mm bleed: 302mm x 216mm £995 + vat Inside front cover with 3mm bleed: 154mm x 216mm £995 + vat Back cover with 3mm bleed:

Full Page - inside page margins 131mm x 189mm £895 + vat Full Page with 3mm bleed:

154mm x 216mm £995 + vat

154mm x 216mm £895 + vat