

Advertisers Spec Sheet

| ADVERT SIZES SIZE | TYPE (MM) | TRIM (MM) | BLEED (MM) | RATE |
|--------------------------------------|-------------|-------------|-------------|----------|
| Double Page | 270h x 396w | 297h x 420w | 303h x 426w | £1412.00 |
| Back Cover | 270h x 190w | 297h x 210w | 303h x 216w | £1082.00 |
| Premium Pages (inside front/back) | 270h x 190w | 297h x 210w | 303h x 216w | £865.00 |
| Full Page | 270h x 190w | 297h x 210w | 303h x 216w | £845.00 |
| Half Page (Landscape) | 132h x 190w | 132h x 190w | N/A | £488.00 |
| Half Page (Portrait) | 270h x 91w | 270h x 91w | N/A | £488.00 |
| Quarter Page | 132h x 91w | 132h x 91w | N/A | £245.00 |
| Vertical Strip | 270h x 75w | 297h x 75w | 303h x 81w | £325.00 |
| Banner | 65h x 190w | 65h x 190w | N/A | £330.00 |

Specific pages cannot be guaranteed and placement is at the discretion of the editor.

Inserts: (Members only) £260.00 +VAT (1000 mailing)

All rates subject to VAT*. Silver tier members and above receive a 10% discount on adverts (excl. inserts) A 20% discount is applicable for 4 or more adverts booked at the same time.

Advertisement contact: Lisa Stewart email: lstewart@ayrshire-chamber.org

*Please note: Payment for advert/s—terms immediate

Accepted Applications

Adverts should be created in Adobe Creative Suite Applications, Quark Express or Canva. Please note: **do not supply adverts created in Microsoft packages** like Word or Powerpoint as they will not be accepted.

When creating adverts in Adobe, Quark or Canva please ensure they are exported as Print Ready Pdf's. If supplying as a full page please ensure that bleed and crop marks are included on export.

Image Sizes

All images used in adverts should be high resolution at least 300dpi at actual size.

IMPORTANT INFORMATION FOR FULL PAGE ADVERTS

Please ensure that all text is kept within a safe area (i.e at least 10mm from the edge). If you want the advert to go edge to edge please supply the advert with an additional 3mm of image background (see separate pdf template)

Important Note On Using Canva

Do not supply as a jpeg or png, download your print design as a pdf see important instructions below
Create or open the existing design that you want to print.

Add margins and bleed and adjust some elements, if supplying a full page. See https://www.canva.com/en_gb/help/margins-bleed-crop-marks/

Select Download

On the file type dropdown, select PDF Print.

Optional: If supplying a full page you need crop marks, tick Crop marks and bleed.

Optimise your PDF print file, tick Flatten PDF and download file.

Artwork Assistance

The magazine is typeset by a leading creative agency who can assist in your design of your advertisement.