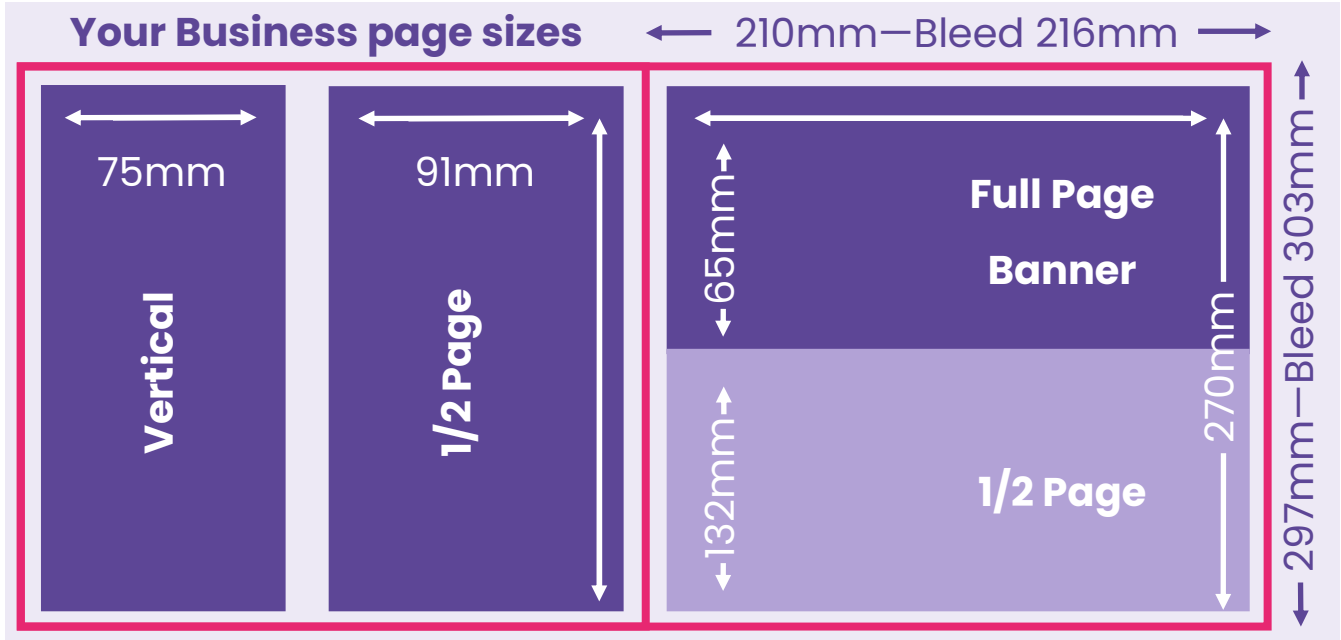


2024 Magazine Advertising Guide



Size	Dimension (mm)	Trim	Bleed	Rate
Double Page	270h x 396w (text area)	297h x 420w	303h x 426w	£1370.00
Back Cover	270h x 190w (text area)	297h x 210w	303h x 216w	£1050.00
Premium Pages (inside front/back)	270h x 190w (text area)	297h x 210w	303h x 216w	£840.00
Full Page	270h x 190w (text area)	297h x 210w	303h x 216w	£780.00
Half Page (Landscape)	132h x 190w	N/A	N/A	£450.00
Half Page (Portrait)	270h x 91w	N/A	N/A	£450.00
Vertical Strip	270h x 75w	297h x 75w	303h x 81w	£315.00
Banner	65h x 190w	N/A	N/A	£320.00

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

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

Inserts: Members only £200.00 +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 | lstewart@ayrshire-chamber.org

Colours

All colour files must be supplied as CMYK. RGB, lab or spot colours will be converted to CMYK automatically by our software and we can not be held responsible for undesirable colour shifts.

Fonts

All fonts must be embedded in the document. We cannot receive fonts from customers because it is illegal. If you are supplying an EPS file then please ensure that all fonts have been converted to paths or outlines before saving. If fonts are not embedded in the document we must ask you to resupply the file.

Resolution

Colour and greyscale images should be 300dpi. monochrome images should be 1200dpi. Supplying images at low resolution can lead to a loss of quality. We do not check for low resolution images and we cannot accept liability for quality issues relating to this.

Size

All adverts should be supplied as single pages. If your advert is within a 5% tolerance of our specification then we will automatically resize your advert without asking you. We cannot accept liability for the undesired results. If the advert is outside of the 5% tolerance we will ask you to resupply the file at the correct size.

Accepted File Formats

We accept PDF (preferred), Postscript, EPS, TIF and JPEG. We accept CMYK Illustrator and Photoshop files with fonts converted to paths.

Bleed

Adverts should be supplied with 3mm bleed wherever they will be printed to the edge of a page. If bleed is not present you will be asked to re-supply or, depending on the design of your advert, we may add bleed for you.

Knockout/ Overprint

Ensure that knockout and overprint are set correctly in the source application document. These settings will be present in the PDF generated from the application file and will be honoured in print. We cannot accept liability where an advert appears incorrectly in print and the fault is shown to originate from the application file.

Contract Proofs

A contract proof should be generated from a high quality proofing device such as a Cromalin proof. Laser proofs from desktops can be supplied as content proofs but these will not be sent to the printer