



our guide to producing your advertisement

from concept to delivery - simple steps for creating your advert



Working with the artwork department

This booklet is designed to walk you through the copy process for your advertisement.

The entire process of advertising sales, through artwork production to publishing of a customer's advertisement is carried out to constantly high standards*.

The **initial design** can be created in a number of different ways:

- From your instructions - either verbal or by way of a design draft.
- We can update or amend existing artwork which you may have used for another recent advertisement.
- You can leave it to our designers to come up with a design theme.



Supply of Press Ready Artwork - see 'Digital Files' for information of how to supply your file.



Amendments - Each advertiser can take advantage of one set of amendments free of charge. This may be to amend the design or the content of the advertisement.



Proofing - Each advertiser will receive a printed artwork proof of the artwork copy, without charge. This will be in colour if applicable.

Drafted Artwork

We offer **professional artwork services** – Our team of designers can design and lay out your advertisement.

This is the most suitable method if you do not have the facilities to supply the advertisement artwork as print ready digital files.

To use our service all you will need to supply good quality examples of the following basic elements:

- **Corporate stationery** – for logo + contact details
- **Descriptive text** to encapsulate your services/products
- Other **images/graphics** you may wish to include. Alternatively My Business Client has access to an image library of stock images that can be used in your advertisement.

If you know how you would like the advert designed please draft your layout on an A4 piece of paper. Alternatively we will produce the design of the advertisement and provide a proof for your approval.

If you have corporate colours please provide either the pantone numbers or a CMYK breakdown of the colours.

When supplying us with material please remember, it should be clear, crisp and unbroken and supplied at the size to be used in the advertisement or larger. Do not write on, staple or fold materials.

If you require assistance please don't hesitate to contact our copy department on 020 8150 9154.



Digital Files

Supplying Digital Advertisements or elements of your advertisement digitally

ONLY the following file formats can be accepted; other formats will be rejected.

Please advise your chosen format when submitting your artwork/materials:

PDF (.pdf)

Jpeg (.jpg)

Tiff (.tif)

Eps (.eps)

Quarkxpress (.qxd) – up to version 6.5

Illustrator (.ai ; .eps) – up to version CC

Photoshop (.psd) – up to version CC

Microsoft Word (.doc) – Text only–
images should be supplied separately (see below)

- All files should be **saved with their file extension included** in the file name (ie:*filename.tif)
- All fonts should be **embedded/converted** to outlines.
- All linked **images** should be supplied.





Digital Files continued

Line art (type/text, images, logos, composed of black lines)
Should be saved at 600dpi and supplied no smaller than the size to be used in the advertisement.

Greyscale and Colour photographs should be saved at 300 dpi and supplied no smaller than the size to be used in the advertisement. Colour images should be in CMYK mode. Many images are copyright controlled. You must be sure you have the right to use any image you include in your advertisement.

Please do not supply images produced for internet usage as these are normally low resolution.

Your files can be supplied on –

USB Stick

Email: artworkservices@mybusinessclient.com - max file size 20mb if the file is larger than 15mb, please use a free service such as mailbigfile or wetransfer to send

Please label all files/disks with your reference number and name.

**If you are unsure if your digital files meet our criteria then please contact us to enquire prior to sending your files.
020 8150 9154.**

Bleed sizes

Full page adverts only

Publication size	Artwork bleed size		Page Trim size		Advert Size	
	Depth mm	Width mm	Depth mm	Width mm	Depth mm	Width mm
A4 Portrait	305	218	297	210	260	180
A4 Landscape	218	305	210	297	180	260
A5 Portrait	218	156	210	148	180	120
A5 Landscape	156	218	148	210	120	180
2/3 A4	206	218	198	210	166	180
DL	218	107	210	99	196	86
B5	184	258	176	250	215	146
Crown Quarto	262	210	254	202	220	175
Crown Metric	248	173	240	165	205	135
A6	156	113	148	105	127	87

Double Page Spreads

A4 Portrait DPS	305	428	297	420	260	390
A4 Landscape DPS	218	602	210	594	180	556
A5 Portrait DPS	218	305	210	297	180	268
A5 Landscape DPS	156	428	148	420	120	390
2/3 A4 DPS	206	428	198	420	166	390
DL DPS	218	206	210	198	196	185
B5 DPS	184	508	176	500	215	322
Crown Quarto DPS	262	412	254	404	220	377
Crown Metric DPS	248	338	240	330	205	300
A6 DPS	156	218	148	210	127	196

Contact us



My Business Client Ltd
Artwork Services / Copy Department
Tel: 0208 1509 154
Email: artworkservices@mybusinessclient.com

