

2010 GROUP TRAVEL GUIDE to South East England

ADVERTISEMENT COPY CAN BE SUPPLIED IN THE FOLLOWING WAYS:

Acceptable File Formats

Advertisements can be supplied using the following programs:

- High resolution PDF (300dpi CMYK)
- Photoshop up to version CS3 (JPEG, TIFF or EPS 300dpi CMYK)
- Illustrator up to version CS3 (EPS 300dpi CMYK)

Image files should be supplied as **CMYK** at **300dpi** in one of the following formats:

- **TIFF**
- **EPS** (Illustrator, Freehand, or Photoshop. Fonts should be outlined or embedded)
- **PDF** (Supplied at print optimised resolution)
- **JPEG** (Please supply at better than medium quality compression)

Sending by email - suzanne@landortravelpublications.com

Adverts should be sent as attachments and **should always be CMYK 300dpi files.**

**Please label email as follows. In the subject box please write:
(Enter Name) Advert for (TSE). This advert is 300dpi CMYK.**

Emailing an ad is only recommended with files under 12 MB in size.

ARTWORK AS A WORD DOCUMENT CANNOT BE ACCEPTED.

Sending raw copy for us to set

Please ensure that you supply all the components needed for your advertisement
e.g. photographs, slides, logos, maps, text, brochure etc.

Components can be supplied electronically by email as previously described. Please note the formats in which we can use most electronic files. You may send items by post to the following address:

**Suzanne Crisp, Landor Travel Publications,
47 Wellington Square, Hastings, East Sussex TN34 1PN**

**Tel: 0845 166 8130
Fax: 01424 200478**

A proof of the advertisement will be faxed or emailed for you to approve. Proofs sent via email will be supplied as a PDF attachment. There may be a charge for any complex or time-consuming design work.

Note: we do not advise the use of images copied directly from web sites. Web images are usually at a resolution of 72dpi – we normally use images at 300dpi. Therefore, if web images are used we cannot guarantee the quality of reproduction.

Enhanced Entries

Please supply upto 40 words of informative text and one picture.

The picture will be placed in a square size box, 41.5mm x 41.5mm.

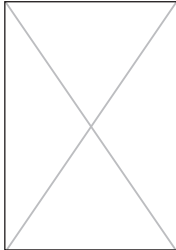
Please bear this in mind when choosing your picture, otherwise we will have to crop accordingly.

Note: Enhanced entries will not be proofed.

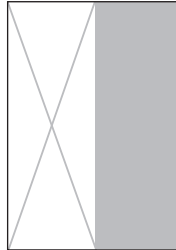
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ADVERTISING SIZE SPECIFICATIONS

Full Page
trim size (297x210mm)
type area (277x190mm)



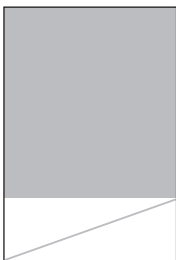
Half Page - Vertical
(270x91mm)



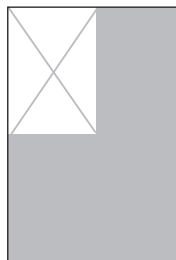
Half Page - Horizontal
(130x187mm)



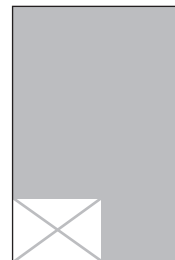
Quarter Page - Horizontal
(62x187mm)



Quarter Page - Portrait
(130x91mm)



Eighth Page
(62x91mm)



Production Information:

- Full page (A4) 297 x 210mm
- Type area 269 x 187mm

With bleed and trim

- Full Page 303 x 216mm

These measurements provide for a bleed of 3mm on each edge

Please ensure advertisement dimensions do not exceed those which are outlined above.