

WALDEN LOCAL ARTWORK GUIDELINES

Artwork received via electronic transmission

Email files to: sales@waldenlocal.co.uk

Please state your company or name in the subject box.

Acceptable File Formats for artwork (recommended resolution of 300dpi)

- PDF files
- Raw Quark Xpress files (up to v4.11)
- Quark Xpress EPS files (with fonts embedded)
- Raw Adobe Illustrator files (Mac) (up to v10)
- Adobe Illustrator EPS files (with fonts outlined)
- Raw Adobe Photoshop files (Mac) (up to v7) (with fonts rasterized)
- Adobe Photoshop EPS/TIFF/JPEG files

Please note: Microsoft Word files are not an acceptable format for artwork other than supplying raw text. PDF files cannot be modified once received.

For images to be implemented into artwork

For photos -

- EPS
- TIFF
- JPEG
- Raw digital camera images

Please make sure the image is of a suitable resolution to be scaled to target size at no less than 150 dpi.

For logos/graphics/vector images and any files including text -

- EPS
- TIFF
- JPEG

Please make sure the image is of a suitable resolution to be scaled to target size at no less than 300 dpi.

Colour images to be sent CMYK if possible - we will not accept responsibility for incorrect output of your artwork where colours have not been converted to CMYK.

Fonts

A wide range of common fonts are used by The Walden Local. Should documents contain fonts not held by The Walden Local, we reserve the right to substitute any font for the nearest available. Font compatibility problems can be overcome in a number of ways, including rasterizing and creating outlines.

Only postscript fonts should be used when creating PDF files.

We recommend using a type size of no less than 7pt. Small type and detail should ideally be reproduced in one colour only. The registration of such matter cannot be guaranteed, as the slightest movement during printing will result in a colour fringe. Reversals should be made using a minimum of colour especially under 11pt type size.

Removable Media

The Walden Local will accept the following forms of removable media.

- CDs
- USB Memory Stick
- We can acquire photos from most digital cameras providing you supply the USB cable with the camera.
- We can acquire photos from most camera memory cards.

Information

To ensure an efficient service, when supplying documents via removable media please include a print of the document. This will enable us to check the file on output.

Proofing

Proofs are available on request.

Colour output

Finished artwork should be supplied in CMYK. The Walden Local will not accept responsibility for incorrect output of your artwork where colours have not been converted to CMYK or for colour variation due to converting digital images from RGB to CMYK.

Compression

We use Aladdin software on a Mac system for decompressing files.

Please make sure when compressing files it supports this software.

Give your business a boost Call us now on

Tel: 01799 516161

Fax: 01799 520561

email: sales@waldenlocal.co.uk

WALDEN LOCAL RATES & DATA

What's On	Sits Vac	Trade	Motors	Front	Back
£2.50	£2.75	£2.50	£2.50	£3.75	£2.75

Prices are per column centimetre for mono ads - add £10 for full colour, which is normally available on front, back, inside back and centre four pages.

All price plus VAT. Charities qualify for zero VAT - charity registration number must be supplied.

DISCOUNTS

Series discounts are offered depending on number of insertions booked

DEADLINES

Wednesday copy deadline Monday 5.30pm

Situations Vacant & Motors deadline - Tuesday 3pm

Column Widths:

1 column	30 mm
2 column	63 mm
3 column	96 mm
4 column	130 mm
5 column	163 mm
6 column	196 mm
7 column	229 mm
8 column	262 mm

Page Depths

Page	370mm
Half Page	190 mm
Quarter Page	190 mm

Artwork designed in our studio remains the copyright of The Walden Local.
Adverts must not be used in any other form without our full permission.

We reserve the right to charge studio time for any unauthorised reproduction.

LOCAL SERVICES ADVERTS

3x1

Cost	7.50
Inserts	4
Net Cost	30.00
Discount @ 20%	6.00
Net	24.00
VAT @ 15%	3.60
Total	£27.60

3x2

Cost	15.00
Inserts	4
Net Cost	60.00
Discount @ 20%	12.00
Net	48.00
VAT @ 15%	7.20
Total	£55.20

4x1

Cost	10.00
Inserts	4
Net Cost	40.00
Discount @ 20%	8.00
Net	32.00
VAT @ 15%	4.80
Total	£36.80

4x2

Cost	20.00
Inserts	4
Net Cost	80.00
Discount @ 20%	16.00
Net	64.00
VAT @ 15%	9.60
Total	£73.60

5x2

Cost	25.00
Inserts	4
Net Cost	100.00
Discount @ 20%	20.00
Net	80.00
VAT @ 15%	12.00
Total	£92.00

6x2

Cost	30.00
Inserts	4
Net Cost	120.00
Discount @ 20%	24.00
Net	96.00
VAT @ 15%	14.40
Total	£110.40

FAMILY ANNOUNCEMENTS

3x1

Cost	7.50
VAT @ 15%	1.13
Total	£8.62

3x2

Ideal for photo

Cost	15.00
VAT @ 15%	2.25
Total	£17.25

4x1

Cost	10.00
VAT @ 15%	1.50
Total	£11.50

4x2

Ideal for photo

Cost	20.00
VAT @ 15%	3.00
Total	£23.00

5x2

Ideal for photo

Cost	25.00
VAT @ 15%	3.75
Total	£28.75

6x2

Ideal for photo

Cost	30.00
VAT @ 15%	4.50
Total	£34.50