

WALDEN LOCAL ARTWORK GUIDELINES

Artwork received via Email

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 (saved at PDF/X-1a:2001 or Press Quality)
- Adobe InDesign files (Mac) (up to vCS6)
- Adobe Illustrator files (Mac) (up to vCS6)
- Adobe Photoshop EPS/TIFF/JPEG files (up to vCS6)

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 200dpi.

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 300dpi.

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.

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.

- USB Memory • CDs
- 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.

Give your business a boost

Call us now on

01799 516161

sales@waldenlocal.co.uk

WALDEN LOCAL RATES & DATA

What's On £2.50	Sits Vac £2.75	Trade £2.50	Motors £2.50	Front £3.75	Back £2.75
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Prices are per column centimetre for mono ads - add £10 for full colour.

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.

Services deadline - Monday 12 noon.

Family Announcements deadline - Tuesday 4pm.

Situations Vacant & Motors deadline - Tuesday 4pm.

Column Widths: Page Depths

1 column	30.5 mm	Page	345mm
2 column	64 mm	Half Page	170 mm
3 column	98 mm	Quarter Page	170 mm
4 column	132 mm		
5 column	166 mm		
6 column	200 mm		
7 column	234 mm		
8 column	268 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.

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MONO SERVICES ADVERTS

3x1

26mms wide
x 30mms high

Cost	7.50
Inserts	4
Net Cost	30.00
Discount @ 20%	6.00
Net	24.00
VAT @ 20%	4.80
Total	£28.80

3x2

56.5mms wide x 30mms high

Cost	15.00
Inserts	4
Net Cost	60.00
Discount @ 20%	12.00
Net	48.00
VAT @ 20%	9.60
Total	£57.60

4x1

26mms wide
x 40mms high

Cost	10.00
Inserts	4
Net Cost	40.00
Discount @ 20%	8.00
Net	32.00
VAT @ 20%	6.40
Total	£38.40

4x2

56.5mms wide x 40mms high

Cost	20.00
Inserts	4
Net Cost	80.00
Discount @ 20%	16.00
Net	64.00
VAT @ 20%	12.80
Total	£76.80

5x2

56.5mms wide x 50mms high

Cost	25.00
Inserts	4
Net Cost	100.00
Discount @ 20%	20.00
Net	80.00
VAT @ 20%	16.00
Total	£96.00

6x2

56.5mms wide x 60mms high

Cost	30.00
Inserts	4
Net Cost	120.00
Discount @ 20%	24.00
Net	96.00
VAT @ 20%	19.20
Total	£115.20

COLOUR SERVICES ADVERTS

3x1

26mms wide
x 30mms high

Cost	7.50
Inserts	4
Net Cost	30.00
Discount @ 20%	6.00
Colour	10.00
Net	34.00
VAT @ 20%	6.80
Total	£40.80

3x2

56.5mms wide x 30mms high

Cost	15.00
Inserts	4
Net Cost	60.00
Discount @ 20%	12.00
Colour	10.00
Net	58.00
VAT @ 20%	11.60
Total	£69.60

4x1

26mms wide
x 40mms high

Cost	10.00
Inserts	4
Net Cost	40.00
Discount @ 20%	8.00
Colour	10.00
Net	42.00
VAT @ 20%	8.40
Total	£50.40

4x2

56.5mms wide x 40mms high

Cost	20.00
Inserts	4
Net Cost	80.00
Discount @ 20%	16.00
Colour	10.00
Net	74.00
VAT @ 20%	14.80
Total	£88.80

5x2

56.5mms wide x 50mms high

Cost	25.00
Inserts	4
Net Cost	100.00
Discount @ 20%	20.00
Colour	10.00
Net	90.00
VAT @ 20%	18.00
Total	£108.00

6x2

56.5mms wide x 60mms high

Cost	30.00
Inserts	4
Net Cost	120.00
Discount @ 20%	24.00
Colour	10.00
Net	106.00
VAT @ 20%	21.20
Total	£127.20

FAMILY ANNOUNCEMENTS

3x1

30.5mms wide
x 30mms high

Cost	7.50
VAT @ 20%	1.50
Total	£9.00

3x2

64mms wide x 30mms high
IDEAL FOR PHOTO

Cost	15.00
VAT @ 20%	3.00
Total	£18.00

4x1

30.5mms wide
x 40mms high

Cost	10.00
VAT @ 20%	2.00
Total	£12.00

4x2

64mms wide x 40mms high
IDEAL FOR PHOTO

Cost	20.00
VAT @ 20%	4.00
Total	£24.00

5x2

64mms wide x 50mms high
IDEAL FOR PHOTO

Cost	25.00
VAT @ 20%	5.00
Total	£30.00

6x2

64mms wide x 60mms high
IDEAL FOR PHOTO

Cost	30.00
VAT @ 20%	6.00
Total	£36.00