

activity WALES

MECHANICAL DATA

ADVERT SIZES

Column width is 4 cm so:-

2 columns = 8.4cm

3 columns = 12.8cm

4 columns = 17.2cm

5 columns = 21.6cm

6 columns = 26 cm

▶ No charge is levied for body copy setting, however, excess charges will be made for creative work - quotes can be obtained.

▶ Film: no copy accepted as film unless full page.

▶ Mono: camera ready artwork - bromide to size or negative film to size.

▶ ISDN: Direct to printer. Folders for ISDN files must be marked "Activity Wales 2006" and include the following information - page number, name of advertiser and sender. Please see terms of acceptance below.

▶ Where possible, Mac files with typefaces to be supplied. Floppy disk, CD, DVD or Zip 100 cartridge accepted.

Print: Web offset litho Screen: Mono - 100 Colour - 133 Trim: 400mm x 260mm

**ALL RATES QUOTED ARE MINUS VAT - THIS WILL BE ADDED AT
THE CURRENT RATE ON THE INVOICE.**

ON RECEIPT OF THE INVOICE PLEASE MAKE

ALL CHEQUES ARE PAYABLE TO ACTIVITY WALES LTD.

**NB: PRIORITY POSITIONS & SPECIAL FEATURE DEADLINES
WILL BE ADVISED AT TIME OF BOOKING.**

TERMS OF ACCEPTANCE

▶ Payment terms: full payment must be received prior to publication.

▶ Copy is subject to the approval of the publisher whether an order shall have been accepted or not. The right to cancel any advertisement is also reserved. The publishers decline responsibility for damage or loss of copy.

▶ The publishers, while endeavouring to ensure that advertisements shall appear as ordered, will not be held liable for any loss occasioned by the failure of any advertisement to appear from any cause whatsoever.

▶ The publishers reserve the right in case of paper shortage, or restrictions or regulation beyond their control, to cancel or reduce any advertisement.

▶ The publishers reserve the right to print the necessary publisher's and printer's imprint and the title and page number in customary form.

▶ The acceptance of an order does not confer the right to renew upon similar terms.

▶ The acceptance of an order or contract will be deemed an acceptance of these conditions, and no stipulation which conflicts with them will be deemed part of the order.

▶ All advertisements are pre-paid unless credit accounts are previously opened.

▶ Black and white proofs will be provided on requirement dependant on publishing time.

▶ All copy sent by ISDN direct to the printer via the client's advertising agency or other client nominated party is the sole responsibility of the client. Activity Wales is not responsible for the quality or accuracy of final printed advertisements supplied in this way.

Advertiser's Guidelines – some notes to help you prepare your advertising.

Activity Wales are happy to offer assistance to advertisers but would ask you to consider the following to ensure that you get the most from the space you've booked:

AD SIZE ▶ consider the size and proportions (ratio of width to height) of the space you have

booked – it may help to draw it out on a piece of paper to get an idea of how much information you can get into it. You may wish to send us a sketch if we are setting your advert – this will be useful for our designer to refer to when setting your copy.

GRAPHICS ▶ will your ad contain a photograph, logo or other image ? ▶ have you booked a colour or mono ad ?

Images must be supplied: preferably on a disk in a mac compatible format.

For acceptable print quality scanned photos must be supplied at the correct size for use and at a resolution of 300dpi.

Poor print quality can result from:

images scanned from other printed matter eg magazine pages

images of resolution less than 300 dpi

images scanned from photographic prints which have been folded, stapled, pinned,

written on (front or back) or not cleaned to remove fingermarks etc

Scanned images can be used at the size at which they were scanned or smaller, but cannot be enlarged without loss of quality.

TEXT ▶

Consider the following content ▶ Your company name and what you do ▶ Phone number, fax number, E-mail and / or website ▶ Address – *please note space for contact info may be limited depending on size of ad – especially in classified ads, town and post code will be sufficient if space is an issue.*

Please ensure copy is legible and unambiguous – either typed or clearly written – and not too long for the amount of space booked. As a rough guide, a 3 x 1 advert will take around 35 words maximum; a 5 x 2 advert plus a heading or logo around 50 words.

Don't forget to supply all text, images and fonts (if particular fonts are required).

PROOFS: Proofs are only supplied on request and are for final approval only – minor corrections but not design alterations will be made.

ADVERTISERS: unless printer and screen fonts are supplied by the advertiser, house fonts will be used.