HALIFAX CHARITY GALA

Artwork Specification

If you have a marketing or design person than creates your adverts or other advertising materials please pass this on to them, they will probably understand it. If not please try and get the correct size and take note of the bleed. We will try our best to make ads look as professional as possible.

Size

	finished size		with bleed	
	mm	pixels	mm	pixels
Full Page	148 x 210	1748 x 2480	154 x 216	1819 x 2551
Half Page	105 x 148	1240 x 1748	111 x 154	1311 x 1819
Half Page (Tall)	74 x 210	874 x 2480	80 x 216	945 x 2551
Quarter Page	74 x 105	874 x 1240	80 x 111	945 x 1311
Quarter (Wide)	148 x 53	1748 x 626	154 x 59	1819 x 697

Bleed

Bleed refers to printing that goes beyond the edge of the paper after trimming. The bleed is the part on the side of your document that gives a small amount of space to move around paper and design inconsistencies. If for example, you want the background of your advert to be entirely red, you must extend or bleed the background beyond the edge of the final size of your advert. This also applies to images that you want to extend to the edge of your media. If you do not add bleed you may end up with a fine white line down one or more edges of your print! Please include at least 3.0mm bleed on each side of your artwork. Please also make sure you keep your text a few millimetres from the edge of your artwork.

Image Resolution

Image resolution for the web only requires 72 dpi (dots per inch or pixels per inch) which can look perfectly acceptable on screen or when printed on a desk top printer but are not generally suitable for professional printing. Please use the pixel dimensions in the table above, if it appears to make you artwork too big it probably because you are working at 72 dpi when it is printed at 300 dpi it will be a lot smaller.

Colours

Our programme is full colour throughout and artwork should be supplied in colour wherever possible. Colours should use CMYK (Cyan, Magenta, Yellow and Black) this is because these are the colours used in the printing process. The colours used to display your artwork on screen are made up of Red, Green and Blue (RGB) and it is not always possible to match the RGB colour range with CMYK. If you supply us RGB artwork it will be convert it to CMYK but the colours may not be as you might expect!

File Format

All major file formats can be accepts. However, Adobe portable document format (PDF) is desirable. When sending us working files (original file format produced in application on Mac or PC) please make sure that all images, objects and required fonts are embedded or supplied with your artwork.