

## Sending artwork

### SEND ARTWORK TO

[kirstie.howe@mediaclash.co.uk](mailto:kirstie.howe@mediaclash.co.uk)

or on CD to: Kirstie Howe, MediaClash,  
Circus Mews House, Circus Mews, Bath BA1 2PW

**PLEASE BE AWARE THAT WE HAVE  
A 10MB WEIGHT LIMIT PER EMAIL**

### ACCEPTED FORMATS

- ✓ JPEGs, PDFs, TIFFs in high resolution (300 dpi) and  
Illustrator files with text converted to outlines.

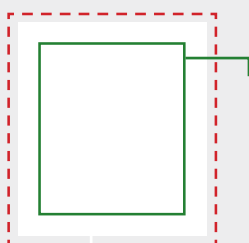
### WE DO NOT ACCEPT

- ✗ Publisher files
- ✗ Pictures placed in a Word document (please send them as separate files)
- ✗ Pictures taken from the internet (low resolution)

**IMPORTANT NOTE:** If you don't supply suitable copy before the Copy Deadline, MediaClash will reserve the right to use copy from another source or to repeat copy already in its possession from previous advertisements. Cancellations are only accepted in writing two weeks before the copy deadline.

## Artwork sizes

### FULL PAGE



**TYPE SIZE**  
195mm(W) x 265mm(H)  
Size you need to supply if you want your advert to be placed in the middle of the page with a white border

**TRIM SIZE (magazine size)**  
220(W) x 285mm(H)  
FOR REFERENCE ONLY – DO NOT SUPPLY ANY ADVERT AT THAT SIZE

**BLEED SIZE**  
226mm(W) x 291mm(H)  
Size you need to supply if you want your artwork to bleed off the page. (note: 3mm border will be cut from the advert)

**ALL TEXT NEEDS TO BE CONTAINED IN THE TYPE AREA.**

### DOUBLE PAGE SPREAD

**TYPE SIZE** 420mm(W) x 265mm(H)  
**TRIM SIZE** 440mm(W) x 285mm(H)  
**BLEED SIZE** 446mm(W) x 291mm(H)

**TRIM SIZE IS FOR REFERENCE ONLY.**  
**ALL TEXT NEEDS TO BE CONTAINED IN THE TYPE AREA.**

### ADVERTORIALS

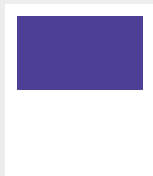
Advertising feature designed in our house style

#### FULL PAGE ADVERTORIAL

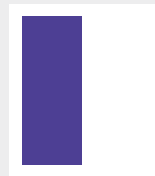
- Please supply:
- Text between 400-500 words
  - 2 to 4 high resolution pictures
  - Logo and contact details

#### DOUBLE PAGE ADVERTORIAL

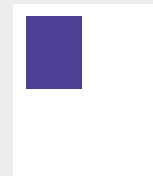
- Please supply:
- Text between 700-800 words
  - 4 to 8 high resolution pictures
  - Logo and contact details



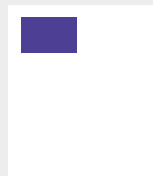
**HALF PAGE HORIZONTAL**  
195mm(W) x 128mm(H)



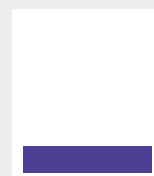
**HALF PAGE VERTICAL**  
95mm(W) x 265mm(H)



**QUARTER PAGE**  
95mm(W) x 128mm(H)



**EIGHTH PAGE**  
95mm(W) x 60mm(H)



**BANNER**  
192mm(W) x 60mm(H)

## Schedule

**ARTWORK TO SET:** Adverts that are to be set in house by MediaClash. A proof will be sent for approval.  
**FINISHED ARTWORK:** High resolution print-ready artwork designed by the client.

ISSUE NUMBER	ARTWORK TO BE SET DEADLINE	FINISHED ARTWORK DEADLINE	DISTRIBUTION START DATE
241	10/01/18	12/01/18	26/01/18
242	31/01/18	02/02/18	16/02/18
243	21/02/18	23/02/18	09/03/18
244	13/03/18	15/03/18	29/03/18
245	04/04/18	06/04/18	20/04/18
246	25/04/18	27/04/18	11/05/18
247	16/05/18	18/05/18	01/06/18
248	06/06/18	08/06/18	22/06/18
249	27/06/18	29/06/18	13/07/18
250	18/07/18	20/07/18	03/08/18
251	08/08/18	10/08/18	24/08/18
252	29/08/18	31/08/18	14/09/18

ISSUE NUMBER	ARTWORK TO BE SET DEADLINE	FINISHED ARTWORK DEADLINE	DISTRIBUTION START DATE
253	19/09/18	21/09/18	05/10/18
254	10/10/18	12/10/18	26/10/18
255	31/10/18	02/11/18	16/11/18
256	21/11/18	23/11/18	07/12/18
257	28/11/18	30/11/18	28/12/18
258	02/01/19	04/01/19	18/01/19
259	23/01/19	25/01/19	08/02/19
260	13/02/19	15/02/19	01/03/19
261	06/03/19	08/03/19	22/03/19
262	27/03/19	29/03/19	12/04/19
263	17/04/19	19/04/19	03/05/19
264	08/05/19	10/05/19	24/05/19

ISSUE NUMBER	ARTWORK TO BE SET DEADLINE	FINISHED ARTWORK DEADLINE	DISTRIBUTION START DATE
265	29/05/19	31/05/19	14/06/19
266	19/06/19	21/06/19	05/07/19
267	10/07/19	12/07/19	26/07/19
268	31/07/19	02/08/19	16/08/19
269	21/08/19	23/08/19	06/09/19
270	11/09/19	13/09/19	27/09/19
271	02/10/19	04/10/19	18/10/19
272	23/10/19	25/10/19	08/11/19
273	13/11/19	15/11/19	29/11/19