CRUMBS Bath ⁘ Bristol

MediaClash.
Advertising specifications & scheduling 2018/19

Sending artwork

SEND ARTWORK TO

gemma.scrine@mediaclash.co.uk

or on CD to: Gemma Scrine, 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.

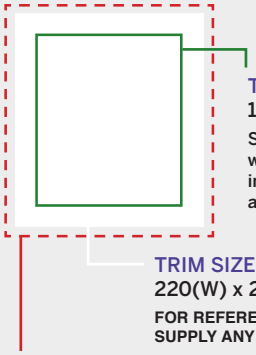
WE DO NOT ACCEPT

✘ 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)

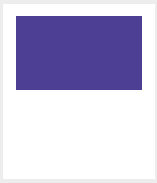
TRIM SIZE IS FOR REFERENCE ONLY.
ALL TEXT NEEDS TO BE CONTAINED IN THE TYPE AREA.

ADVERTORIALS

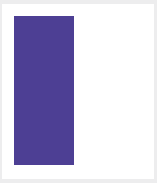
Advertising feature designed in our house style

FULL PAGE ADVERTORIAL
Please supply:
- Text between 300-450 words
- 2 to 4 high resolution pictures (300 dpi, minimum 70mm x 100mm)
- Logo and contact details

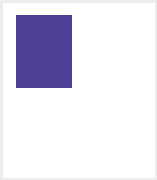
HALF PAGE ADVERTORIAL
Please supply:
- Text between 150-250 words
- 1 to 2 high resolution pictures (300 dpi) (minimum 50mm x 80mm)
- Logo and contact details



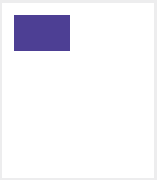
HALF PAGE HORIZONTAL
195mm(W) x 128mm(H)



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



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



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

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
72	03/01/18	05/01/18	**19/01/18**
73	31/01/18	02/02/18	**16/02/18**
74	28/02/18	02/03/18	**16/03/18**
75	27/03/18	29/03/18	**13/04/18**
76	25/04/18	27/04/18	**11/05/18**
77	22/05/18	24/05/18	**08/06/18**
78	20/06/18	22/06/18	**06/07/18**
79	18/07/18	20/07/18	**03/08/18**
80	15/08/18	17/08/18	**31/08/18**
81	12/09/18	14/09/18	**28/09/18**
82	10/10/18	12/10/18	**26/10/18**
83	07/11/18	09/11/18	**23/11/18**

ISSUE NUMBER	ARTWORK TO BE SET DEADLINE	FINISHED ARTWORK DEADLINE	DISTRIBUTION START DATE
84	28/11/18	30/11/18	**21/12/18**
85	02/01/19	04/01/19	**18/01/19**
86	30/01/19	01/02/19	**15/02/19**
87	27/02/19	01/03/19	**15/03/19**
88	27/03/19	29/03/19	**12/04/19**
89	24/04/19	26/04/19	**10/05/19**
90	22/05/19	24/05/19	**07/06/19**
91	19/06/19	21/06/19	**05/07/19**
92	17/07/19	19/07/19	**02/08/19**
93	14/08/19	16/08/19	**30/08/19**
94	11/09/19	13/09/19	**27/09/19**
95	09/10/19	11/10/19	**25/10/19**

ISSUE NUMBER	ARTWORK TO BE SET DEADLINE	FINISHED ARTWORK DEADLINE	DISTRIBUTION START DATE
96	06/11/19	08/11/19	**22/11/19**
97	04/12/19	06/12/19	**20/12/19**
98	01/01/20	03/01/20	**17/01/20**