

ADS DESIGNED BY THE ADVERTISER

WHAT WE NEED TO DESIGN YOUR AD.

- Layout required, or an indication of the more important information, if you wish to have our designers create the layout.
- Colours required (Pantone Number for accuracy)
- Logos and images (Must be High Resolution).
- Please consider the size/shape of your ad space when sending in information.
(Your Rep will confirm the ad size in Millimetres)

SUPPLYING YOUR OWN ARTWORK

SPECIFICATION FOR ADS TO SUPPLIED AS FINISHED ARTWORK.

If Ads are being SUPPLIED we can only accept Artwork as follows

- pdf / jpeg / tif (pdf is preferred for quality) **Word/Excel/Powerpoint files cannot be used.**
- Must be High Resolution
- Must be sized to the exact dimensions (in millimetres)
- All fonts must be embedded
- All images must be flattened and CMYK
- All files must be supplied without crop marks.
- All artwork must include the Ad Number (as reference to match artwork with the booking)
- All suppliers must be advised to view the full colour printing spec from our printer
<http://www.irishtimes.com/about-us/advertise/production-information>

NOTE*: Before attempting to design ads we advise seeking a professional designer.**

We CANNOT accept responsibility for technical errors made by the supplier.

ie - poor photo reproduction, fonts issues, colours issues etc.

DEADLINES

Galway

Athlone

Mayo

AD BOOKING

Tuesday 12noon

Tuesday 12noon

Wednesday 12noon

FINAL AD COPY / SIGN OFF

Tuesday 5pm

Tuesday 5pm

Wednesday 5pm

WHERE TO SEND YOUR AD.

Send your ad information or artwork to your sales rep.

Please quote the **AD NUMBER** given by your rep when booking.

(this allows us to match the ad to the booking).

If you do not have an assigned rep, send your ad to the appropriate address below.

sales@galwayadvertiser.ie

sales@mayoadvertiser.ie

sales@athloneadvertiser.ie