

## **Retreats - Advertisement sizes (in mm)**

**Full-page adverts (118w x 182d)**

Full bleed adverts 148w x 210d +3mm bleed all round,  
keep important data within 118x182 page area

**1/4 page adverts  
(57w x 89d)**

**1/2 page adverts  
(118w x 89d)**

**Please read the  
IMPORTANT INFORMATION  
on the following page**

**Artwork must be the size quoted in brackets,  
the boxes are only a guide.**

**1/3 page adverts  
(118w x 58d)**

**1/8 page adverts  
(57w x 42.5d)**

**Artwork must be the size quoted in brackets,  
the boxes are only a guide.**

**Please read this**

## **IMPORTANT INFORMATION**

**Before you start** Please consider the benefits of using a professional designer to prepare your advert. The full price of the advert includes the artwork prepared by our own designer\*, or you may prefer to use someone local to you.

\*subject to additional charges for author's corrections.

**File formats** If you wish to supply your own artwork, please use any of the following file formats – in order of preference: Press Quality PDFs, Quark Xpress (use 'collect for output'), Illustrator eps, Photoshop jpeg (minimum 600dpi). Microsoft Word is generally not suitable, but we can capture the text and prepare the advert for you.

*Microsoft Publisher, Excel and Powerpoint are not suitable.*

**Advice** Do not try to squeeze too much information in, as this allows limited scope for creative design and may compromise the quality of the final advert. Spend time checking everything is correct before it comes to us. Complex adverts may involve an extra cost, which we will advise on before commencing work.

**How to supply** Please supply your files on CD to:

**The Alpha Xperience, 148 Kings Road, Newbury, Berkshire RG14 5RG.**

You can send your advert as an email attachment if the total size is less than 8mb to: **mail@AlphaXperience.co.uk** and copied to **info@retreats.org.uk**.

Always supply a laser proof by post for us to check it against.

Include all fonts and images, preferably in jpeg format, at the highest possible resolution. If you include an image as a print, please supply the original (which will be returned).

**Technical queries** If you have any technical queries on the preparation or submission of adverts, please ring Alan on **01635 523240** or email **alan@AlphaXperience.co.uk**.

**Proofing timescale** Please ensure all copy is thoroughly checked before it comes to us, as author's corrections will be charged for. All adverts will be proofed for your approval during September or October, provided they are received by the agreed final copy date. If you know that you will be unavailable, please nominate someone else to give approval on your behalf.