

# SCOTTISH GAME FAIR

CELEBRATING CONSERVATION & THE COUNTRYSIDE

SCONE PALACE, 5<sup>TH</sup> - 7<sup>TH</sup> JULY 2019

ORGANISED BY THE GAME & WILDLIFE CONSERVATION TRUST SCOTLAND



## PROGRAMME ADVERTISEMENT SPECIFICATIONS

This document tells you everything you need to know about how to create, save and send your advert. Please make sure you have read this carefully and checked your artwork before sending it in. The Scottish Game Fair cannot be held responsible or be relied on to correct errors, incorrect file formats etc. Submitted artwork is considered signed off, and therefore approved for print by the submitter. If you have any queries please check with a professional artworker, or get in touch with the editor/ designer:

Size & Orientation	Height x Width	
Full page	210mm x 148mm (+5mm bleed)	NB: 'bleed' is the area around the edge of the advert, outside of the main artwork. If any photos or artwork (ie background) go up to the edge of the advert, bleeding these outside of the intended printable area will ensure any misalignments in the print process don't result in an unsightly white gap at the edge of your artwork. Please allow an extra 5mm bleed on all sides.
1/2 page portrait	210mm x 74mm (+5mm bleed)	
1/2 page landscape	105mm x 148mm (+5mm bleed)	
1/4 page	105mm x 74mm (+5mm bleed)	

## How to Save & Send your Advertisement

When creating your artwork/advertisement it is important to check a few things:

- Any images are large enough to print properly. In practice this means they must be at least 300dpi at the size at which they will be printed. For example, if your advert features a full page photo, the photo must be 210mm x 148mm at 300dpi. Images pulled from a website will not be suitable. Failure to check this may result in pixelated/poor quality reproduction.
- Avoid upscaling JPEGs or other raster files, especially logos. You can make a JPEG smaller, but never larger.
- Make sure your advert is created as a CMYK colour document. Please do not use Pantone or special process (ie silver foil).
- If you use any transparency effects, please make sure these are flattened when you output to PDF.
- Please output/save artwork as a high quality PDF, for example PDF preset PDF/X-1a:2001, but making sure to include the bleed.
- After you have saved your advert as a PDF, if possible please 'preflight' check it in Acrobat Pro. Go to Advanced>Print Production>Output Preview and double check there are no spot colours. Then go to Advanced>Print Production>Flattener Preview and check there are no unflattened transparency effects. If you find either, please fix them and resave.
- **Please send by email to [alex@readingroomdesign.co.uk](mailto:alex@readingroomdesign.co.uk)**

## Deadline

Please make sure you have submitted your print-ready artwork by

**10 May 2019**

to: [alex@readingroomdesign.co.uk](mailto:alex@readingroomdesign.co.uk)

## Queries

Please contact the editor;  
Monday - Friday  
9:30 - 17:30

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