How to Supply Files

All print outputs will be originated from a CMYK Digital Printer. The quality of the final output depends on the quality of the files supplied and the resolution of the image accordingly. If you view the supplied artwork at actual size on screen this will give you an idea of how the final print will look. Artwork must be supplied complete with all fonts converted to outlines and must be to scale.

Overall Size

The advert should be created to **fill** the overall size.

Safe Visual Area

Please place **all vital text** and **images** within this area and **not** close to the edge of the **Safe Visual Area as things may look too cramped**.

Artwork Bleed

All artwork should have a bleed of at least **5mm** or as specified on the specifiaction sheet for the appropriate panel.

Accepted File Format

Please supply **all artwork** as a **1 PIECE PRINT READY PDF** saved at **100%**, **10%** or **50%.**

Image Resolution

All artwork and images should be in **CMYK** with images at a resolution of **300dpi** at actual size. **ALL** fonts **must** be converted to outlines.

Important Information

Pantone colours cannot be matched exactly using a CMYK process, we will match as closely as possible if needed. Any artwork disks will be stored and kept for 3 months then disposed of. It is the responsibility of the designer to make and keep backups of the artwork sent to us.

All data received and output is carried out on the understanding that there are no copyright infringements relating to any part of the media supplied. We accept no responsibility whatsoever with respect of any claims arising from the printing of materials by our company. All work is carried out and is accepted by the client, in accordance with our company's terms and conditions of trade.

All print proofs must be thoroughly checked as Adverta cannot be held responsible for errors that are present in an approved proof.