



COPY SPECIFICATION (pg1)

Please note that copy for Advertisements/Advertorial booked into Elevation Magazine must be received by the deadline given at time of order (unless otherwise agreed).

Elevation Magazine reserve the right to repeat previous artwork if we do not hear from you by the deadline stated.

ADVERT:

Advertisers must provide their own Artwork, in the following format, unless otherwise agreed.

Electronic File: We will require a digital file, PC formatted either on disk or via email (suzanne@elevation.co.uk).

We do not have ISDN. Acceptable file formats are listed overleaf.

PLEASE NOTE WE WORK ON PC NOT MAC, ANY ELECTRONIC DATA MUST BE PC FORMATTED.

ADVERTORIAL

Advertorial is set by Elevation Magazine to follow a specific page layout. Content for advertorial must be sent as separate text files and graphics. An example page showing the layout of your page should have been sent to you on booking, please contact us if you have not received this. PLEASE DO NOT SET THE PAGE YOURSELF.

Text: To be supplied as a word document, text or rich text format. Text can be emailed or sent on disk – all text to be PC format.

Graphics: Images can be supplied as hard copy or electronic file. If images are supplied in electronic format they must have a resolution of 300 dpi (an image taken from a website, screen presentation or digital camera will normally only be 72 dpi - this will look fine on a screen but will look grainy if printed). We will require the digital file, PC formatted either on disk or via email (suzanne@elevation.co.uk). Please do not supply images embedded into a word document, we cannot include them in the magazine unless you also send us the original graphic.

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COPY SPECIFICATION (pg2)

SIZES

Full Page:		210	x	297mm	(allow 3mm bleed)
Half Page:	Portrait	86	x	242mm	
	Landscape	176	x	118.5mm	
Quarter Page:	Portrait	86	x	118.5mm	
	Landscape	176	x	56.75mm	

GENERAL RULES

ELEVATION MAGAZINE is printed in CMYK, no special colours, pantones or RGB.

All items should be supplied with a hard copy print out. Adverts/ graphics print outs should be supplied in colour.

Email

All artwork/adverts should be emailed to suzanne@elevation.co.uk.

Attachments are acceptable but the total email should not exceed 3mb. Attachments can be zipped.

MAXIMUM FILE SIZE 3mb

Graphics File Formats

* Fonts must be supplied if required by file, PC format only.

Adobe indesign C S (v3.0.1)

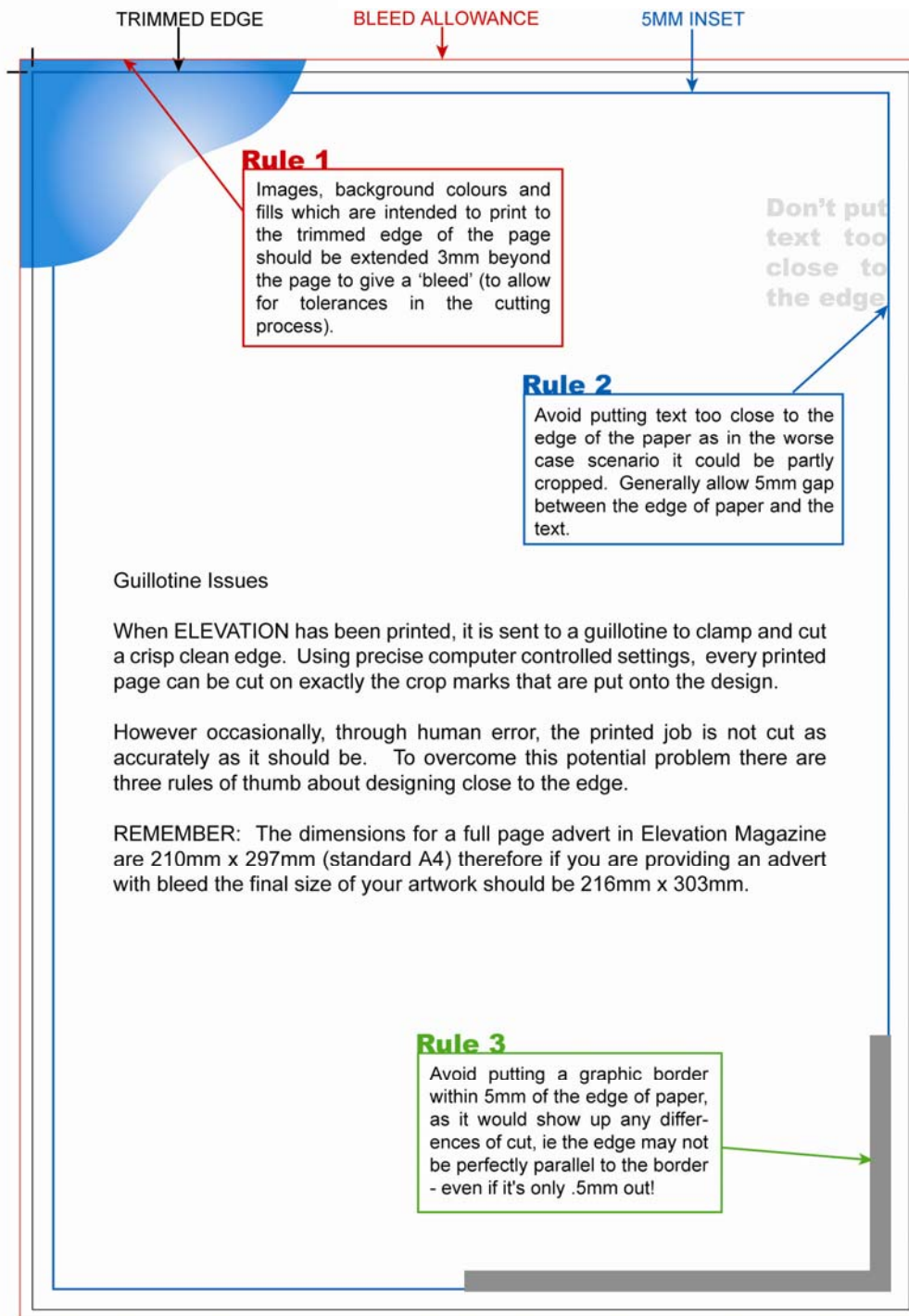
Adobe Illustrator C S (v11.0.0)

Adobe Photoshop C S (v8.0.0)

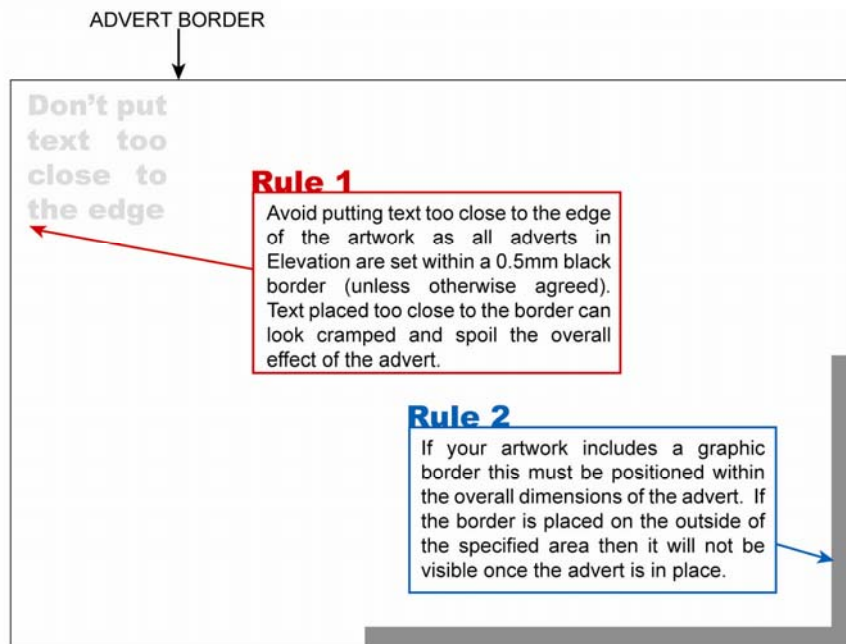
Adobe Acrobat (v6.0)

Resolution **300+dpi** to size required. Tiff, EPS, high quality JPEG or High Res PDF. Please do not send images as Publisher, Word or Powerpoint.

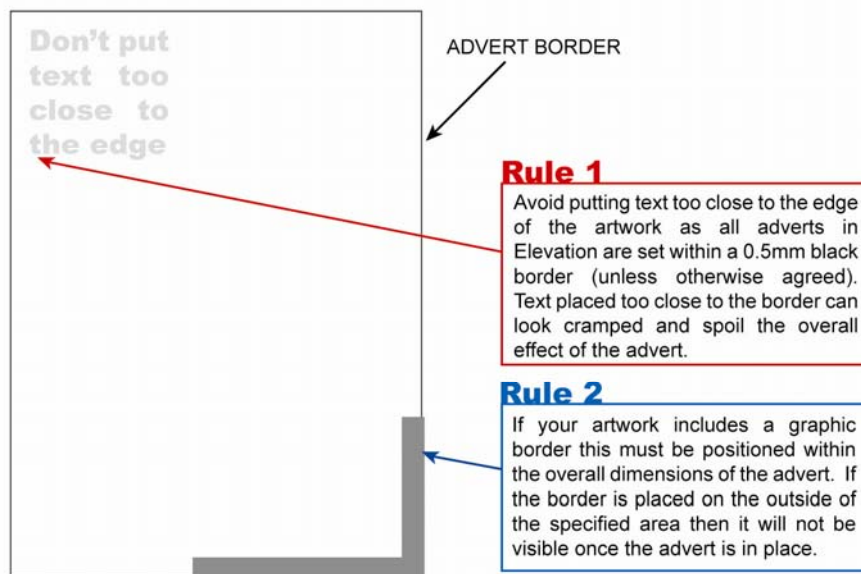
If you do not have any artwork and would like Elevation to design your advert please ask for a quote.



All artwork must be produced in one of the approved formats (Tiff, EPS, high quality JPEG or High Res PDF) and at a resolution of 300 dpi. Artwork must be CMYK, (RGB images will be converted to CMYK which can cause colour changes). Please do not send images as Publisher, Word or Powerpoint, we cannot use them. Finally, if you are not sure about any aspect of your artwork please call and speak to Suzanne as incorrect adverts will have to be returned to the advertiser for correction.



REMEMBER: The dimensions for a **half page advert** in Elevation Magazine are **176mm x 118.5mm** and the dimensions for a **quarter page advert** are **86mm x 118.5mm**. Artwork is placed inside a graphics box therefore if your artwork exceeds these dimensions some areas will not be visible.



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