



A guide to creating/supplying advertising artwork

SUPPLYING/CREATING ARTWORK

The initial design can be created in a number of different ways:

- You can supply print ready artwork.
- We can update or amend existing artwork which you may have used for another recent advertisement.
- Artwork can be created from your website although please note all images/logos will need to be supplied at high res, as web images may appear blurred when printed.
- You can leave it to our designers to create a design.

What do I need to supply:

- You can supply print ready artwork at the specified dimensions as a PDF, tif, jpg or eps. This needs to be high resolution (300dpi) and CMYK colour.
- You can supply an image of existing artwork or if the artwork was created by MBC just let us know the name of the publication it appeared in.
- If you'd like us to create a design for you, you can send text (word doc or email) company logo (high res tif, jpg or eps) and images (high res tif or jpg) as well as any corporate branding guidelines.

PROOFING/PRINTING PROCESS

Once your artwork has been received we will create a proof. Your proof will be sent to you for amends/approval. Confirmation via email is acceptable.

There are no further charges for amending artwork this is free of charge service.

The shelf life of your advert will start from the date the publication is printed.

All advertisers receive a printed copy of the publication they have advertised in.

Publications also appear as an e-book online.

If you'd like more information or to discuss your artwork



Eileen Whetnall (Operations Manager)
07718 340466
eileen.whetnall@mybusinessclient.com