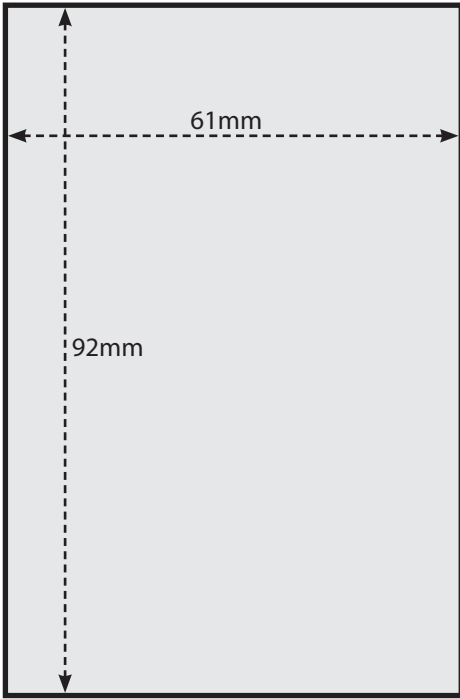# Spectrum Guidance to Advertisers
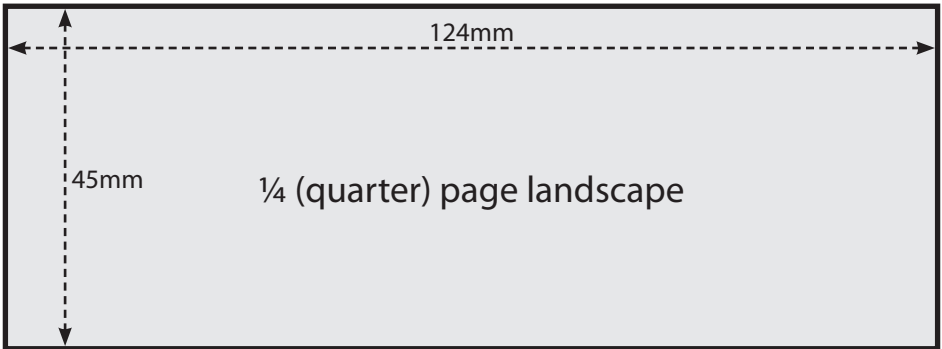
This guidance sets out simple advice for advertisers in Spectrum. The following points are covered:

- Spectrum Advertisement Sizes

- Your Advertisement Design

- Size and Shape of Advertisements

- Print Quality

- Copyright

- File types

- One-off advertisements and announcements

- Borders

- Colour

- Using Microsoft PowerPoint© & Word© for ad design.

- Using on-line design tools such as Canva, Visme etc.

- Spectrum On-Line

- Help

Spectrum Advertisement Sizes

61mm

92mm

¼ (quarter) page portrait

124mm

45mm ¼ (quarter) page landscape

124mm

29mm

⅙ (sixth) page

124mm

61mm

⅓ (third) page

124mm

½ (half) page

92mm

nb back cover half page size is 104mm high x 148mm wide
plus 3mm bleed on all four edges.
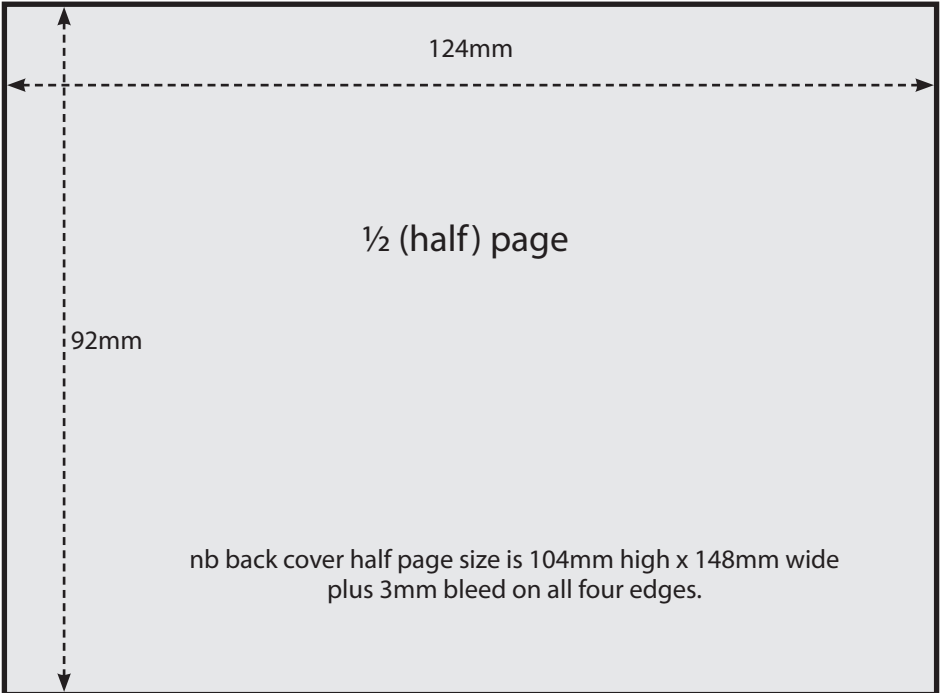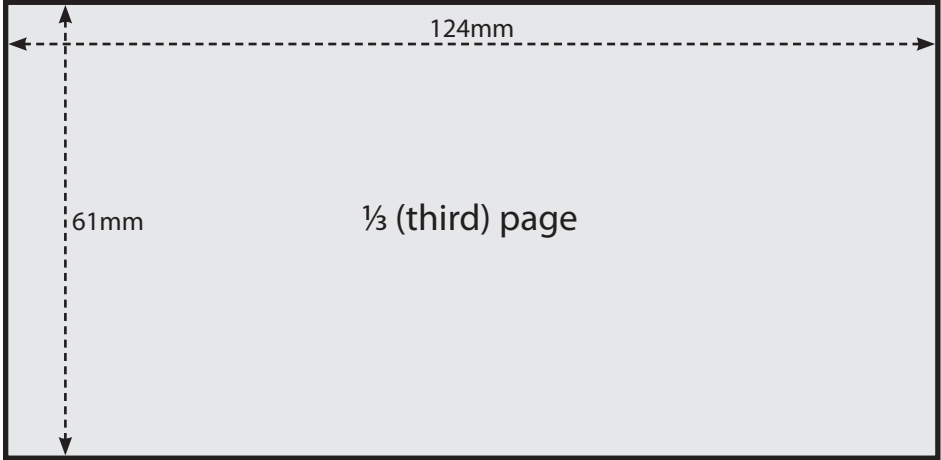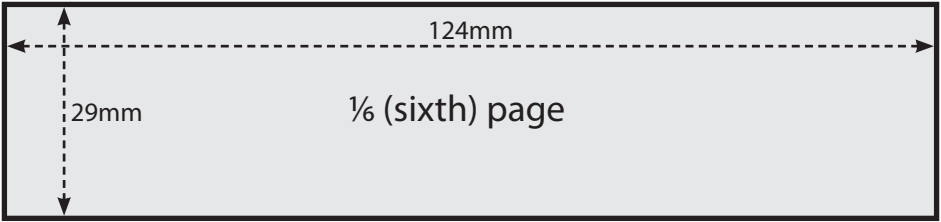
Your Advertisement Design

Keep it simple and attractive. Get the essentials in and don't overcrowd with too much text. Include a design, sketch or photo to catch the reader's eye. If you bore your readers, all your efforts are wasted and you won't sell your product, service or event. Always include your contact points including your website where potential customers can get more details.

Ring the changes occasionally by changing well-used layouts. For annual advertisers we can swap your ad for a new version at no extra cost during the year. The only provisos are that the replacement is the same size and shape as the existing advertisement, is a pdf and does not need further work by us. Naturally, the normal print deadlines apply. This may prove useful for seasonal promotions or just for a change.

Size and Shape of Advertisement

If you don't have an annual advert, contact the editor well in advance to see if there is space. Be prepared to change your design to fit what is available. Sometimes the editor may offer space but will not know how much or what shape (portrait or landscape) will be available. So think carefully and prepare alternative versions. Sometimes other content takes priority at the editor's discretion.

Make sure you know the printed size of your ad. This may not be obvious depending on your software. If in doubt, print it out and measure it with a ruler. Ads of the wrong size or proportions will look odd and may be declined. Minor variations can sometime be overcome by digital "stretching" but Spectrum reserves the right to decline any that clearly look disproportionate. Most software, for example Word, allows you to convert the digital file to a pdf format. This is by far the best format to submit your ad. See "File Types" below. See also the "Using Microsoft Word" section later.

Print Quality

All artwork, i.e. photos, sketches and illustrations should be saved at high resolution, normally at least 300 ppi. Lower resolution may result in a poor printed image.

Take great care when using scanned images. The original may be poor

quality to start with and scanning usually makes matters worse.

If your colour artwork is being used in a black and white ad, consider converting it to black and white yourself before submission. You can then be happy the various shades of grey are what you want. Spectrum can easily convert colour images to black and white but the process is automated and may result in a poor rendition with low contrast and generally a "flat" look.

Copyright

Before copying or scanning artwork or text, please check you are not breaching the owner's copyright. This applies to text and images. Check carefully when using any form of image taken from the internet that you are free to use it.

File types

For annual advertisements and commercial one-off advertisements Spectrum only accepts electronic versions of draft advertisements. If you are not able to do this, please make contact (see Help later) and we will assist.

The recommended file type for sending in your advertisement is pdf

Whenever possible, convert your prepared file to the pdf format. Most software, for example Word and PowerPoint, allows you to do this. Converting to pdf format means you get what you see. In particular it means your exact layout in size and proportions is replicated.
In addition to pdf you may also use indd, tiff, psd or jpg formats.

Avoid submitting your advertisement in Microsoft Word, Excel, Publisher or Powerpoint file formats. ***Always convert them to a pdf format.***

This is because we may not have the font you have used. Also, the printed layout may not align correctly. Check the final pdf is exactly what you want. If in doubt, always print the pdf copy to check the dimensions and layout and spelling.

You can use simple text file formats such as .txt or .rtf. Generally Spectrum will change the font type and print size automatically and the results may not be flattering, so this is not generally a good option. See also the "Using PowerPoint and Microsoft Word" sections later.

One-off advertisements, announcements etc.

As a community magazine Spectrum always offers help with adverts and announcements for local and charitable events. Much of this guidance - including the file type guidance - still generally applies. However drafts via email or even hand written notes can normally also be accomodated. It is always advisable to contact the editor well before the deadline to ensure there is space.

Borders

In context, your ad may look better with a border around it. Most advertisers opt for a 0.5 or 1 point single continuous line border but other sizes and designs are available. If your particular software does not have this facility, Spectrum can do this for you at no extra cost, just ask.

Colour

If your advert is in colour do be aware that most software uses the RGB (red, green, blue) system. However most commercial printers use a different system. Generally this is not a problem but sometimes may mean the final print looks different. In particular vivid colours can seem slightly muddy. To avoid problems you are strongly advised to have your colour ad prepared for you by Spectrum or a professional print designer.

Using Microsoft PowerPoint©

Powerpoint is an ideal tool for producing simple adverts. Natually you only produce a single "slide" and at the end convert it to a pdf file. Here are the basic steps based on the 2010 version:

1. Check the size of your advertisement by referring to "Spectrum Advertisement Sizes" at the start of this guidance. By default PowerPoint uses imperial measurement. To re-set to metric units, close PowerPoint, go to Control Panel in the Windows system. Open Region, select formats tab, select additional settings, select numbers tab, select measurement system and set to metric. Drink a stimulating beverage before restarting PowerPoint.

2. Start a new document then resize it to the final size of your advertisement. In the Design tab select Page set-up then change the dimensions eg for a third page advert size 12.4cm wide x 6.1cm high.

3. Most adverts will need a border. Do this by selecting the Home tab and finding the rectangle in the drawing box. Draw a rectangle on the edges then adjust the design and thickness from Shape Outline then Weight.

4. Type in your text in a layout and font of your choice.

5. Save the file as a normal PowerPoint format then save again as a pdf file (File / Save as Adobe pdf). Check the pdf file for errors then attach it to an email and send it to the editor.

Using Microsoft Word©

If you have Word on your computer and would like to produce a draft advert yourself, this can be a good way of producing a simple layout. If you are not so confident, consider using PowerPoint (see earlier) if you have it on your computer.

The key points are to have the Word page at the actual size of the advertisement (so not A4), to put a border around the edge and to save it as a pdf. The following notes are for Word 2010 but should be adaptable for other versions.

1. Check the size of your advertisement by referring to "Spectrum Advertisement Sizes" at the start of this guidance.

2. Start a new blank document then resize it to the finished size of your advert. [Page Layout / Size / More Paper Sizes] This opens the Page Setup box. Under the Paper tab, type in your dimensions, for example 61mm wide and 92mm high for a quarter page portrait ad. Under the Margins tab, set the top to 3mm and the bottom, left and right margins to 1mm. You may need to adjust these later. Under the Layout tab, set the header and footer to 0mm each.Press return to create the re-sized document. Zoom in to make it larger [View / Zoom / 200%]

3. Most ads will need a border. Select [Page Layout / Page borders] In the Borders and Shading Box select the Page Borders tab, select Box and select the border design from the list. Under the Options button, the Borders and Shading box opens. Change the top, bottom, left and right sizes to 0pt. This means the border will sit on the edge of the paper. Ok the Borders and Shading Options box to close it. Then ok the Borders and Shading box to close it and show

the border.

4. Using a font of your choice at a suitable size, say 10 or 11 pt, type in the text of your ad. You may need to adjust the position of the text using the [Page Layout / Indent] controls.

5. When your ad is complete and checked for errors, save it in a safe location as a Word document. Then save it again, this time as a pdf document [File / Save as Adobe pdf] then check the pdf file again before attaching it to an email and sending it to the editor.

Using On-line design tools for your advertisement.

As an alternative to using Word© or PowerPoint© consider using on-line systems. Many of these tools are either free or offer free trials. Naturally these tools change over time and new ones emerge. At the current time some of the most popular tools include Canva, Visme, Adobe Spark, Design Wizard, Easil, Snappa, Crello, Stencil and PicMonkey

Spectrum On-Line

An electronic version of Spectrum ad an electronic version of this document currently appear on line at
www.wooltonhill.com. No charge is currently made for this additional service to advertisers.

Help

You can find the contact points of Editors from a recent edition of Spectrum.

If you need technical help or have any comments about this guidance please contact
John Priest via:

johnfrankpriest@hotmail.com