

It's all about the ad...

The Essentials

Ad Sizes:

A. Full Page

216 x 303mm
(text area 190 x 277mm)

B. 1/2 Page*

184 x 128mm

C. 1/2 Page*

90 x 260 mm

D. 1/4 Page*

90 x 128mm

E. 1/16 Page*

90 x 29mm

E. 1/8 Page*

90 x 62mm

E. 1/4 Page*

184 x 62mm

We will add a black keyline around the advert in layout.

*Please DO NOT have text within 3mm of the edge of the advert.

Helpful tips for creating that unique, eye-catching ad

Images:

The images/photos in the advert must be at least 300dpi and in CMYK. Files must be saved as either a Jpeg, Tiff or PDF.

Please make sure your photo is in focus!



Logo:

- * Your images and logo need to be crisp and clear.
- * Vector files are preferred for the logo, but a high resolution (300 dpi or higher) Jpeg or tiff is also acceptable.
- * If your logo is an image it needs to be at least 300dpi and **in focus**.



Your Text:

Essential

- * **Business name**
- * **Logo**
- * **Image(s)**
- * **Contact details** (website/email/phone number)
- * **Tagline** (your USP – unique selling point, what you do/sell).

Optional

- * **Special offers**
- * **Opening times** (if applicable)
- * **Shipping**
- * **Social media icons**
- * **"What's New!"**

Useful tips:

Remember to be creative

You want your advert to stand out on the page. Bold images that show off your unique products will help with this, and often work much better at grabbing attention than lines of text!

Your advert needs to show what you do and who you are! Beaders are generally a visual bunch, so make sure your advert speaks to them.

A sixteenth page cannot have a huge amount of text, so add only what is essential – you want your advert to be attractive and readable. Less is more!

Design Service:

- * Please supply your logo, images, and text and if possible, examples of previous adverts/ advertising material to help us fit the advert to your brand's style.
- * Please use your own images or seek permission from the owner if you are using someone else's images. **The Beadworkers Guild will not be held accountable for any copyright issues** where images have been supplied.
- * Please only send the text and images for design once you are happy with the content.
- * We will send you a copy of the advert to approve once it has been designed.