



## WGTC Advertising Design Guide

### Images

Images should be sent separately and saved as a jpeg

All images should be sent in **no less than 1000kb or 1mb**. This will ensure that they print well, if they are too small they will appear blurry.

Please ensure that the settings for pictures are adjusted accordingly on your phone or camera. On your phone you need to set the images to large. On your camera, go to settings and tap the highest resolution available.

An easy way to check the size of an image is to open on your computer screen and place your hand in front – they should be around the same size.

Any captions for the images should be included in the file name.

If you are using your phone please **export the images at the largest size possible**. This can either be adjusted in the phone settings, or on an iPhone it asks you what size you want to email photos at.

### How to check the quality of the photo once taken:

Open the image

Right click file info/file properties

The size of the photo will be displayed in kb, anything less than 1mb will mean that the quality of the picture will not be suitable for print

### PDFs

The files of a PDF advert requires a minimum size of 1mb

Open the PDF file

Right click file info/file properties

The size of the PDF will be displayed in, anything less than 1mb will mean that the quality of the PDF will not be suitable for print

### Logos

If submitting logos please ensure these are at **print quality and not copies from web pages – these should be sent as separate jpegs**

### Knowing your page sizing requirements

A rough guide to word count is as follows:

Full page article with four pictures = 520 words and a five word headline

Half page article with one picture = 350 words and a five word headline.

Quarter page article with three little pictures = 150 words and a two word headline

### Article Format

Please submit this in MS word with pictures sent separately