



Wolverton & Greenleys Town Council Community Magazine

Advertising and Submission Guidelines 2023/2024

Adverts

Please send adverts at A4 size if unsure about print resolution, otherwise please send using advert dimensions and at a resolution of 300 dpi. Acceptable formats are PDF, PNG, JPEG, MS Word and EPS. If using Microsoft Word, please also send the image(s) separately.

Sizes

Full page bleed (edge to edge, no white frame, such as the back cover)
portrait W=210mm, H=297mm and with 3mm of bleed

Full page inside frame
portrait W=190mm, H=258mm

Half page inside frame
landscape W=190mm, H=127mm

Quarter page inside frame
portrait W=93mm, H=127mm

Eighth page inside frame
landscape W=93mm, H=61mm

Images

Images should be sent separately and saved as a jpeg, they should be sent **no less than 1000 KB or 1MB**. This will ensure that they print well, if they are too small they will appear blurry and we will be unable to accept them. Any captions for the images should be included in the file name.

Please ensure that the settings for images 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.

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

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.**

Word Counts

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

$\frac{1}{4}$ page
93x127mm

$\frac{1}{8}$ page
93x61mm

Full page 190x258mm
Full (premium) page 210x297mm

Half page 190x127mm