

## ARTWORK REQUIREMENTS

---

The Bride's Diary accepts **Client Supplied Finished Artwork** in **strict accordance** with the guidelines below. Alternatively, The Bride's Diary has a creative and professional art department able to generate a fabulous design for you (please refer to requirements below).

### ARTWORK REQUIREMENTS - CLIENT SUPPLIED FINISHED ARTWORK

Client Supplied Finished Artwork is an advertisement ready to be placed into the publication that does not require any further work from our graphic design department. The following specifications must be adhered to for acceptance of your artwork by The Bride's Diary:

- The supplied finished artwork must be produced by either an ADVERTISING AGENCY or an industry-qualified GRAPHIC DESIGNER
- The supplied finished artwork must be created in an industry standard program – InDesign, Quark or Illustrator. It is preferable that artwork, particularly text, is not created in Photoshop to ensure the best possible print reproduction (Photoshop does not render type very well, resulting in reduced print quality)
- All artwork to be supplied as a CMYK Press Quality PDF
- All artwork to be supplied at the correct size, 300 dpi, with no more than 100% scaling for images
- Under no circumstances are client supplied Microsoft Word or Microsoft Powerpoint documents accepted as finished artwork
- Under no circumstances are 'suggested layouts' considered finished artwork
- The Bride's Diary does not alter finished artwork. If alterations are required, the client shall be notified and should the alterations be carried out, an appropriate fee may be charged

**The Bride's Diary reserves the right to refuse artwork that does not reflect the high quality design standards of the publication.**

### ARTWORK REQUIREMENTS - IF WE ARE CREATING YOUR ARTWORK

The Bride's Diary also offers full design studio services. A colour PDF proof is provided for final approval before proceeding to print. To ensure the earliest proofing of your advertisement please provide the following:

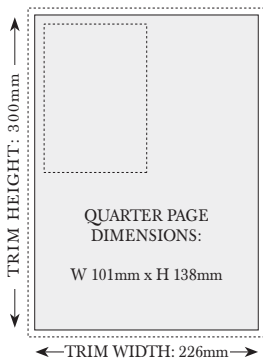
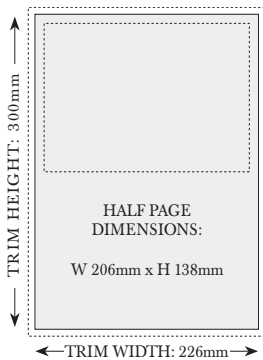
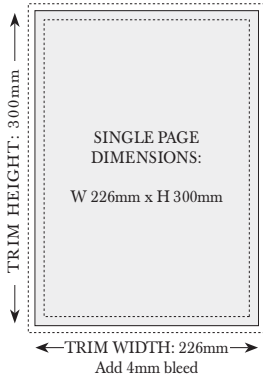
- Wording - Carefully supply ALL wording to appear on your advertisement, including full business details (preferably in a Word document)
- Pictures - Professional, HIGH RESOLUTION photographic digital images (absolutely NO web image will be accepted - please see overleaf)
- Business Logo - Must be a good quality reproduction (EPS File is preferable)
- Specific Requirements - including typefaces, special corporate colours, etc
- Wedding Services Directory - Please supply 80 words and a high-resolution image for this section.

**ATTENTION: Quality photographs produce quality advertisements.** Snapshots, polaroids, low resolution digital or printed images from brochures etc will not produce quality printing results. We recommend a professional photographic shoot to ensure maximum results from your advertisement. Scanned images will not be accepted.

Should you have any queries, please contact The Bride's Diary team – we would be delighted to help you and assure you of our best attention at all times.

*The Bride's Diary Team*

# ARTWORK REQUIREMENTS



\*SAMPLE POSITIONS ONLY

## MECHANICAL SPECIFICATIONS:

	WMM:	DMM:
Double Page to Bleed Mark	460	308
Double Page to Trim Mark	452	300
Double Page to Image Area	432	280
Full Page to Bleed Marks	234	308
Full Page to Trim Marks	226	300
Full Page to Image Area	206	280
Half Page - no bleed	206	138
Quarter Page - no bleed	101	138
Eighth Page - no bleed	101	67
Reply Card - bleed on right hand side only if required	214	100

- **MEDIA SUBMISSION:** on a CD or USB, Email: [design@wppublishing.com.au](mailto:design@wppublishing.com.au) (max. 15mb), Upload via internet – please contact us for the link.
- **GRAPHIC APPLICATIONS:** High Res PDF (Acrobat Distiller only), Quark, InDesign and Illustrator. If supplying finished artwork in Photoshop format, please supply both a flattened TIFF and an unflattened PSD file so we can check the type (see previous page). Ensure each layer is named and discard unused layers.
- **FILE FORMAT – ARTWORK:** Press Quality PDF (X1a).
- **FILE FORMAT – IMAGES:** TIFF, JPG, PSD, EPS and PDF.
- **RESOLUTION:** Minimum 300dpi. **Less than 300dpi is not print quality and will not be accepted.**
- **FONTS:** Mac or PC Fonts. Ensure all fonts are included with artwork. Type should be no less than 8pt (or 11pt for reversed type) for readability.
- **BLACK TYPE:** Black type should be made up of 100% black only and set to overprint. If black type is on a varied background such as a photograph, type should be rich black (40% cyan, 100% black).
- **WHITE TYPE:** For white type reversed out of black, we recommend a minimum size of 12pts bold. Avoid extremely thin and fine type with serifs. White type/elements should be set to knockout.
- **COLOUR:** Ensure ALL images are converted to CMYK ISO Coated v2 (ECI). Rich Black: Solid black background should be rich black (40% cyan, 100% black). Spot Colours will be converted to CMYK. CMYK colour values: Silver 38,27,26,9 | Gold 20,30,90,5 | Rich Black 40,0,0,100.
- **LOGOS:** Illustrator, EPS or Photoshop - PSD file format only.
- **IMAGES:** Photos should be professionally taken black and white or colour photographs. Snapshots, polaroids, low resolution digital or printed materials such as brochures will not produce quality printing. Scans will not be accepted.
- **DIGITAL PHOTOS:** Must be taken on a high resolution setting by a minimum 8 megapixel digital camera (30mb output)
- **BLEED:** No bleed on half or quarter page advertisements. All full and double page artwork must have a 4mm bleed. Ensure no text or important elements are less than 10mm from the top or bottom of the page (SEE LEFT).
- **BORDERS:** Ensure half and quarter page advertisements have a border, either with a strong background colour/image or a 0.50pt keyline border.
- **DOUBLE PAGE SPREADS:** please supply as a single PDF (a spread rather than single pages). Ensure the type does not run across centre of spine. Allow a 20mm gap in the middle of type running over spine area.
- **PROOF:** If supplying finished art, a printed colour proof is required. **IMPORTANT: A 5% variance may occur in the final print product.**