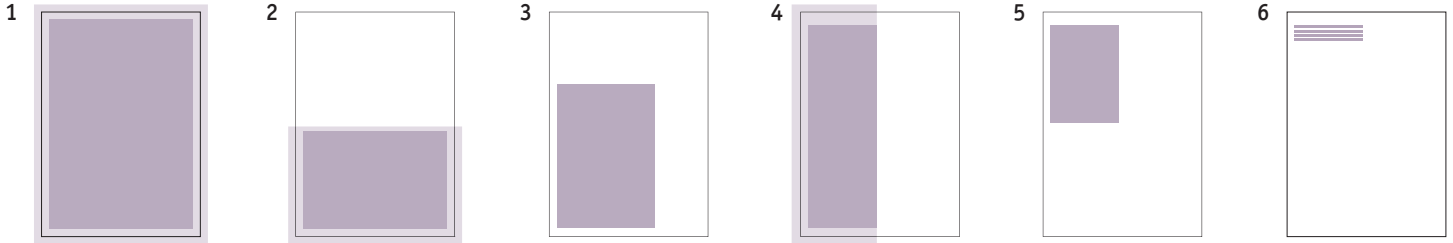


What size should my advertisement be?



	Bleed	Trim	Copy Area	All dimensions (w) x (h)mm
1. FULL PAGE	216 x 303mm	210 x 297mm	190 x 282mm	
2. HALF PAGE	216 x 149mm	210 x 146mm	190 x 130mm	Please note, adverts will be at the foot of the page
3. FEATURE HALF PAGE	N/A	N/A	130 x 180mm	
4. HALF PAGE VERTICAL	N/A	N/A	92 x 282mm	
5. QUARTER PAGE	N/A	N/A	92 x 130mm	
6. CLASSIFIED	LINEAGE ONLY : Text entry in standard style. Word count dictates size and pricing, please ask for details.			

What colours can I use?

MONO : Mono advertisements are available throughout the publication.

SPOT COLOUR : Spot colour [cyan] is available in the news section of the publication - please ask about availability in other sections.

CMYK : Full colour advertisements are available in cover section only. *Inside Front Cover, Inside Back Cover and Back Cover only.*

What is the technical information?

Printed Sheetfed Litho. 4 colour cover section. 2 colour throughout remainder (black and cyan).

Bleed advertisements: No live matter (text/logos etc) to be placed within 10mm of the trimmed size of the advert. *Failure to follow this could possibly lead to important information trimmed off your advert.*

Please allow 3mm beyond the trim edge for bleed images. All bleed ads must have trim marks.

PDF files should be composite CMYK version 1.3 PDF/X1a:2001 compliant. *It is important if you supply a PDF that you embed the fonts and retain the image resolution, check your settings.*

Standard guidelines include:

- Fonts should be embedded and subset
- Colours should be CMYK (no RGB or Pantone colours)
- If you are using the spot colour, ensure you use "Cyan" Not "process Cyan"
- Ensure your images and PDF is at least 300dpi.
- Do not use pattern fills, or hairlines as these will not print

Microsoft Word, Excel and PowerPoint:

These formats are not appropriate for print. If files are supplied in this format the advertisement will be re-composed using the supplied elements. Please supply all the elements you imported into to your document. A low res PDF will be emailed to you for your approval.

Where do I send my advert file?

Mail - Please supply the advert on a CD or zip disc with a colour proof to the below address. It is essential to send a hard copy printed colour proof to check copy details and colour accuracy if relevant.

The Society of Homeopaths, 11 Brookfield, Duncan Close, Moulton Park, Northampton, NN3 6WL

E-mail - Artwork can be supplied via email to Pamela Stevens: Pamela_Stevens@homeopathy-soh.org, telephone: **01604 817890**

Conditions of acceptance

Acceptability: All advertisements accepted are subject to space, availability and approval.

The publisher reserves the right to cancel advertisements at any time.

The publishers, while endeavouring to ensure that the advertisements shall appear with all possible regularity, will not be held liable for any loss occasioned by the

failure of any advertisements to appear for any cause whatsoever.

The specified copy requirements must be adhered to by the advertiser. If they are not, any necessary work carried out by the publishers or their agents to meet such requirements will be charged to the advertiser.

No liability will be undertaken for unsatisfactory printing results from client supplied files.

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The Society of Homeopaths reserves the right to refuse advertisements or not to publish.