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www.artofengland.uk.com

Dear Customer,

We understand that you have arranged to advertise with us and we are writing to advise you of our requirements.

If you are sending the advert already designed, we are able to receive artwork supplied in Apple Mac formatted QuarkXpress or Indesign documents. Please mark clearly if you have used Indesign. Alternatively 300dpi at 100% pdf or encapsulated post script file in CMYK. Please label files clearly.

Please note that if you send your advert as a pdf file we will assume that this is the correct advertisement and there will be no need for proofing again by you. We are unable to alter any pdf files that are sent to us, and so it is imperative that you check that the advert is correct before it is sent to us. We will not do this on your behalf. We will assume on receiving the advert that it is correct and cannot be held responsible for any errors or discrepancies in the file.

Please forward all advertising material to paulmbates@mac.com

If we are to make the advert up for you please attach the appropriate image/s at a MINIMUM of 300dpi at 100%, with captions if necessary, all logos at a MINIMUM of 300dpi at 100%, the font you use and any pantone colour, together with the appropriate wording for the advert. It is the advertiser's responsibility to ensure that permission is gained from the owner of the copyright for all wording and images. Advertisers are required to ensure that their advertisements comply with this and will indemnify the Publishers in respect of all liability of claim resulting from any breach of copyright.

It is very important to give direction as to how you wish the advert to be designed. A specific design must be given to us for your advert. If you are unsure of a particular design, then please view our digital ezine magazine on line (link <http://www.artofengland.uk.com/ezine.php>) and when you see an advert that you like in our magazines please advise us of the issue and page number.

When we have completed the advert you will be send a copy to proof. If there is a correction to the text or minor alteration this will be done free of charge. If further alteration or correction is required on proofing for the second time, then a fee of £30 will be charged. If you wish the advert to be redesigned then a full re-design cost of £75 will be charged.

If you have a company style that you wish us to maintain when designing your advert, please send a copy of a previous advert clearly marked Supplied for reference/information only and that this is not to be used.

As we require time to make the advert for you please send over all information immediately to avoid delay. You will be sent a proof of the advert before we go to print. You must advise us of any corrections by return. In all cases please reply within 7 days. If you have not seen a proof of your advert by the 5th of the month in which the magazine is printed and on sale, then please email paulmbates@mac.com telephone the office on 01785 851660 and advise your Sales Executive that this is the case.

It is the advertiser's responsibility to ensure that the advert is checked, proofed and confirmed prior to print. If no communication is received by the print date, then it will be assumed that the advert is correct and that you wish it to be published in the magazine that you have booked the advert for.

Many thanks,

Paul Bates
Managing Director / Design

(Direct line: 01785 228936