Supplying your
Clwyd Welsh Pony & Cob Journal advert

Over the years we have been delighted to work with the Association to help deliver your annual Journal in the most timely and cost effective way.

One of the most substantial costs of putting the Journal together is the origination, or the typesetting and layout. What we would like to do here is to show you how you can help save money for the Association by supplying your material electronically.

IMAGES

The favourite way of obtaining images from the internet is to obtain what we call "Screen Grabs". That is, to copy images seen on screen. These look great on screen but are very poor quality when transferred to the printed page. Pictures obtained in this way will appear fuzzy and be of a very poor quality - not a good idea when you want to make a great impression with an advert or stud pony.

Images should ideally be a minimum of 300dpi and be obtained electronically from a reputable photographer/ your own photos taken at the highest quality setting.

Print-outs from your printer at home are very difficult to scan to a high enough quality.

If the file sizes are too large to email then simply save them to CD or on a Memory Stick which you can give to your secretary to pass on to us.

We don't have any problem receiving large files via email - though some personal/ home email accounts do have file size restrictions and may prevent you sending large file attachments via email. We also have a dropbox account to send files freely and safely. If you have any technical issues with images and file sizes please just give us a call.

Although the Journal is printed in Black & White you can still supply us with colour pics - we simply change them to what we call greyscale images.

EMAIL US

Please send all your pictures/images/text to **studio@ finelineprint.co.uk** and also copy in your secretary too - with a clear heading (CWPCA 2015 Journal) and if you have any queries please do not hesitate to contact us here at Fineline Print & Web on **01824 705 800**

TEXT

To reduce typographical errors and omissions - it is a great time saver if you can supply us with your text electronically. This can simply be in an email or, saved as a Word Document, Publisher, Open Office or Word Pad files and sent as an attachment. When supplying text - be sure to remember how big your advert space is (2 A4 sides will not look too good in a half page advert!).

Please pay particular care to contact details such as names, addresses, phone/ fax numbers and email addresses when supplying us with your text. We also recommend that you run your spell checker as routine before sending any material - however good your spelling is. As an addition safety check we find that printing out a hard copy and running it past another pair of eyes usually helps eliminate those last minute howlers.

ADVERT SIZES

Bear in mind when supplying information for your adverts that the Full pages are normally Portrait and the ½ page adverts are landscape.

Width: 121mm

**Full Page advert
187mm x 121mm**

**½ Page advert
93mm x 121mm**
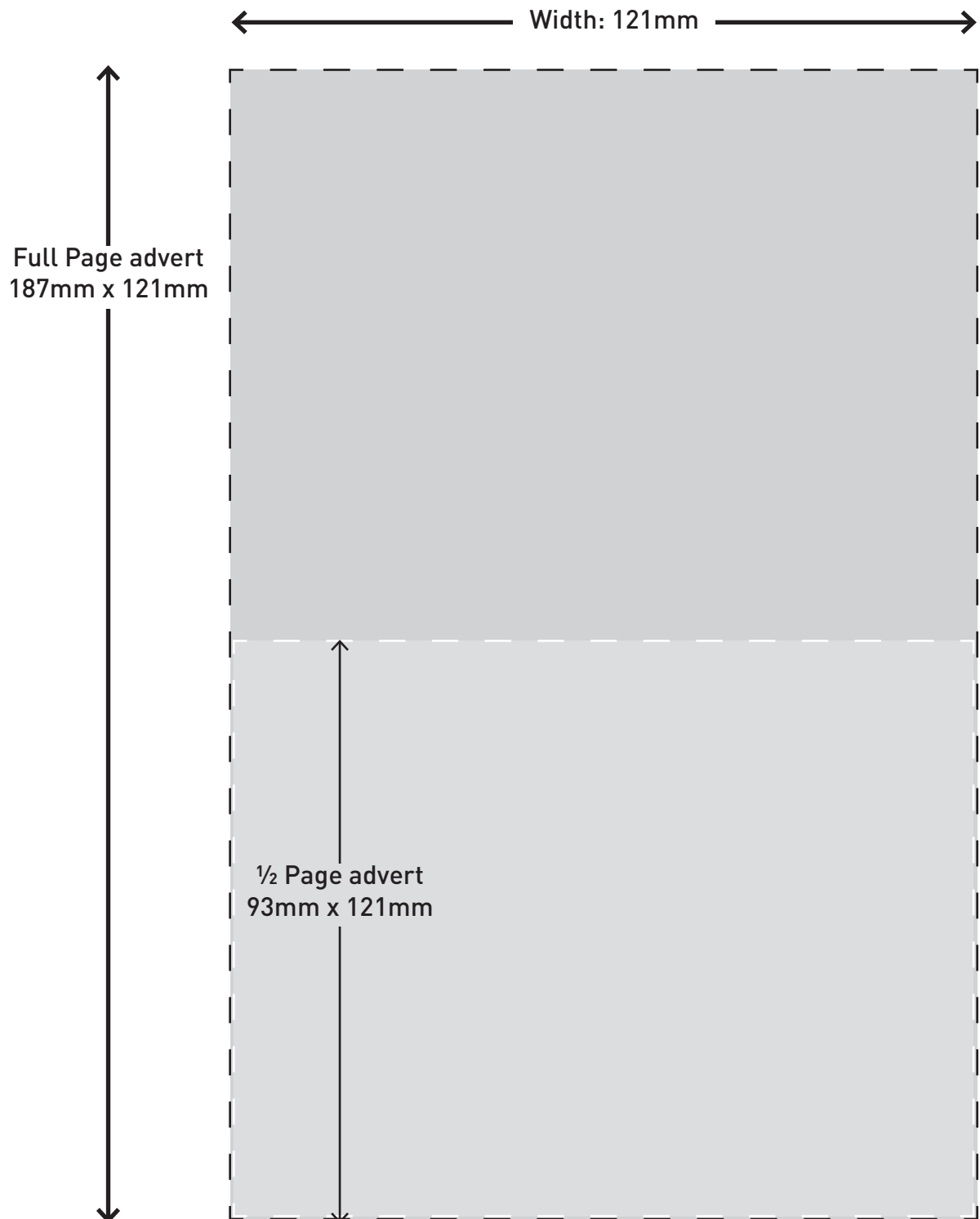
LOGOS & FONTS

If you were happy with the logo type and type style we created for your advert last year, then please tell us - and likewise, please let us know if you would like a change. We tend keep the same format and styles from year to year to maintain consistency and make your stud name recognisable. If you use a particular font or typestyle in your adverts then please let us know in your email what its name is and if we have it on our system we will incorporate it for you.