

BeeCraft

The Informed Voice of British Beekeeping

HOW TO SUPPLY ARTWORK TO BEE CRAFT

RESOLUTION AND DOTS PER INCH (dpi)

Any artwork or photographs submitted for printing in Bee Craft must be at least 300 dpi

COLOUR

Artwork and photographs should be submitted in CMYK (cyan, magenta, yellow, black) for printing. Any in RGB (red, green, blue) or pantone (spot colour) will be converted to CMYK prior to printing and Bee Craft cannot accept any responsibility for colour changes or anomalies that take place as a result.

FILE FORMAT

We can accept artwork submitted in .jpg or .tiff formats, CorelDRAW (.cdr) and Adobe Illustrator (.ai) files or an .eps file exported from these with text converted to paths or outlines, and Photoshop (.psd).

If it is submitted in any other format we may need to convert it prior to insertion in the final document for printing, which could result in some loss of quality.

However, we can accept high resolution, print-ready .pdf files for full page, full bleed advertisements.

SIZE MATTERS!

Please make sure your advertisement is **exactly** the right size in millimetres, as stipulated on the display advertising rates page. Bee Craft cannot accept responsibility for any distortion caused while trying to make it fit the fixed space available, or for any part of the advertisement that may be missing when printed because the original was too large for the space stipulated.

FULL BLEED

Full page advertisements may be submitted at 190mm x 277mm which, being slightly smaller than A4, will give them a white border in the finished publication, or they can be 'full bleed'. This means making your artwork measure 216mm x 303mm (3mm all round larger than A4). If you choose full bleed your advert will run to the edge of the page, but up to 6mm of your original artwork may be lost over the edge of the page. It is essential, therefore, that you do not have any text or important images within 10mm of the edge of your artwork. If we think there is a risk that the advertisement will not print well at full bleed, we reserve the right to re-size it to fit within a white border on the A4 page.

BEE CRAFT ORINATION SERVICE

Our team is ready to compose your advert for you from your message and photographs (or from work that you have already started - contact the Advertisement Manager to check which file types we can work with). There is a small fee for this service.

Advertisement Manager:

Varsha Patel
18 Ludmead Road
Corsham
Wiltshire
SN13 9AS

Tel: 07377 390340

Email: adverts@bee-craft.com