

LEVY PAYER RATE CARD

# insolihull

LIFE AND STYLE FROM THE BEST PLACE TO LIVE AND WORK IN ENGLAND

## WANT TO ADVERTISE WITH US?

The InSolihull magazine is a free consumer magazine released quarterly, with 10,000 copies printed each time.

They are then distributed to Solihull Train Station, Birmingham Moor Street Station, Dorridge Station, Birmingham International

Station in the First Class Virgin Lounge. We also have a contract with Chiltern Railway, so the publication cannot be thrown away on the trains, meaning they could go all the way down to Marylebone.

They are also hand

delivered to all of the Business in the Solihull Town Centre, this includes all large office blocks, shops, restaurants, cafe's and hotels. They can also be found at the Touchwood Information Desk, The Core Library and are regularly topped up in the cafe's in the town centre.



Position	Cost
Back Cover	£750
Inside Front Cover	£550
Inside Back Cover	£550
Double Page Spread	£650
Full Page	£400
Half Page	£300

If you require our design agency to produce your artwork, there will be an additional cost.



The magazine includes many regular features such as: Fashion, Competitions, The Desirables, InBusiness section and What's On. If you would like to place an advert or be included in any of these sections please contact us.

### FOR ENQUIRIES CONTACT:

Amy Hubbard - Editor in Chief  
Email - amy@solihullbid.co.uk

Tel - 0121 285 1370  
Mobile - 07791 577 477



WWW.SOLIHULLBID.CO.UK

## ADVERT SPECIFICATIONS

# insolihull

## LIFE AND STYLE FROM THE BEST PLACE TO LIVE AND WORK IN ENGLAND

Thank you for placing an advert in our magazine, to ensure that your advert is submitted correctly and achieves the very best quality print output, please ensure your designer follows the guidelines below:

### DESIGNING YOUR ADVERT

- Ideally you should setup your design file in Adobe InDesign or Quark XPress. If you are preparing your advert in another application or are supplying your advert as a flattened image, please ensure that your advert is supplied at 300dpi in CMYK colour.
- Insert all logo's and suitable supporting graphics as vector files into your design to achieve best quality.
- Do not use spot / Pantone colour or RGB colours, just CMYK colours.
- Images should be inserted at 100% size at 300dpi minimum (and no higher than 600dpi at final output size).
- Prepare your advert with bleed - this is an extra 3mm allowance on each edge, our designers will remove this if necessary depending on pagination and layout (see advert size dimensions below for clarification on this).
- Ensure all type, logos and important information is set 10mm away from all edges (excluding bleed) to avoid trimming issues during printing; defined as the margin inside your advert design. Footnote content no closer than 5mm from edge.

### SUPPLYING YOUR ADVERT

- All transparency effects, layer effects and multiple design layers to be merged together and flattened.
- Fonts should be embedded/subset and should be PostScript Type1, TrueType or OpenType - do not link to fonts. If you are unsure, turn your type in your advert to 'outlines'.
- Total ink limit in all adverts is 320% (this is the combined CMYK values).
- Use the industry standard 'Europe General Purpose 3' colour profile (built-into Adobe software) in all files and supporting images to ensure greatest colour accuracy.
- No custom transfer functions, custom halftones or overprint settings should be used.
- Do not include colour bars or bleed marks in your advert.
- Ensure you include bleed in your advert artwork PDF, trim marks are acceptable but not required.
- All adverts should be supplied as a single Adobe Portable Document Format (PDF) version 1.3 file, with all links embedded.
- Email your finished advert PDF to Amy Hubbard, Editor in Chief: amy@solihullbid.co.uk

### ADVERT DIMENSIONS

DOUBLE PAGE (FACING)			FULL PAGE			HALF PAGE		
	Width	Height		Width	Height		Width	Height
Trimmed page	420mm	285mm	Trimmed page	210mm	285mm	Advert dimensions	210mm	142.5mm
Page+Bleed (3mm)	426mm	291mm	Page+Bleed (3mm)	216mm	291mm	Advert+Bleed (3mm)	216mm	148.5mm

MARGINS ON ALL ADVERTS - to contain all text content & logo's (background/graphics can go to bleed dimensions)			
Top	Right	Bottom	Left
10mm	10mm	10mm	10mm

#### ENQUIRIES/ADVERT RECIPIENT:

Amy Hubbard - Editor in Chief  
Email: [amy@solihullbid.co.uk](mailto:amy@solihullbid.co.uk)  
Tel: **0121 285 1370**

#### DESIGN/ARTWORK ENQUIRIES:

James Newland - Wider Design Agency  
Email: [james@wider.co.uk](mailto:james@wider.co.uk)  
Tel: **0121 709 3772**

