



# 倫敦華埠商會

London Chinatown Chinese Association

T: +44(0)20 7437 6888

F: +44(0)20 7851 7427

+44(0)20 7851 6686

E: info@lccauk.com

Address: 3rd Floor 45 Gerrard Street, London W1D 5QQ

Visit our website: www.lccauk.com

## ADVERTISING ARTWORK SPECIFICATION SHEET FOR CHINESE NEW YEAR 2018 SOUVENIR BROCHURE



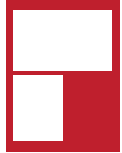
### Full Page (Portrait)

A4 297mm (h) x 210mm (w) with 3mm bleed on all sides  
Artwork supplied without bleed will be reduced in size and  
a white border will be printed around the entire page



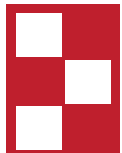
### Half Page (Landscape)

120mm (h) x 180mm (w)



### Quarter Page (Portrait)

120mm (h) x 87mm (w)



### 1/6 Page (Portrait)

80mm (h) x 68mm (w)

### ARTWORK SUPPLIED

Completed artworks should be submitted via email to [artwork@lccauk.com](mailto:artwork@lccauk.com)

Please carefully read the **SUPPORTED FILE FORMATS SECTION** on the right on how to supply artwork. You will receive an acknowledgment email will be upon receipt of your artwork submission.

### DEADLINE

Please submit all artwork by **Friday 19th January 2018 6pm** to ensure it is included in the print deadline for the official souvenir brochure.

## SUPPORTED FILE FORMATS

### Acceptable:

InDesign, Photoshop, Illustrator

PDFs are acceptable as final artwork only if compliant with the industry standard guidelines which can be found on <https://www.adobe.com/uk/enterprise/standards/>

### File Types:

Acceptable formats: PDF, EPS, TIFF, JPEG

Not acceptable formats: Freehand, PageMaker, Claris, CorelDraw, FileMaker Pro, Microsoft Word, PowerPoint

### Images:

All images must be of high resolution, at least 300 dpi. Copy dot scan elements are not accepted.

Images from the web: Please note that images taken from screenshots or from the internet are not of sufficient quality to be used in adverts. Images on screen are at 72 dpi. Images which are printed need to be at least 300 dpi. If an image from the web is used, it will appear pixelated or as if "constructed from lego". For optimum results, please use images that are of at least 300 dpi

### Colour:

All files should be submitted in CMYK colour format.

### Fonts:

Please convert all text to outlines before exporting and submitting.