

# Advert Design Specifications

To make advertising with The Local News really easy, we offer a **free advert design service** for our clients.

So that our design team can get your artwork looking just as you want it, they'll need the following from you:

## Your logo

Please send electronically as a PDF, JPEG, PNG file, Illustrator, EPS or In Design file. For the best quality, please send it no less than 300DPI (dots per inch) or 2MB.

## Any colour preferences?

Tell us your preferred background colours, font colours, any borders around the edge etc. Also, let us know if you use a specific pantone colour.

## Images and photographs

If you have an images that highlights what you do that you'd like to include, please send electronically as a PDF, JPEG or PNG file no less than 300DPI or 2MB.

## The wording

Tell us what you do and any offers or information that you would like our readers to view. Make sure you don't forget the all-important contact information including telephone numbers, your address, website and email addresses.

## A layout idea

How do you want everything arranging within the advert size space? If you have an idea, you could sketch it out on paper and email us a photograph. Alternatively, you can leave it up to us and see how creative we can be.

## Using your own artwork

If you already have artwork to use then just email or WeTransfer it to us at: [ads@nottinghamlocalnews.com](mailto:ads@nottinghamlocalnews.com). We accept artwork as a PDF, JPEG, PNG file, EPS or In Design file. For the best quality, please send it no less than 300DPI or 2MB with all fonts converted. For full page magazine adverts we need at least 3mm bleed.



**If you need any more help or want to chat to our design team just call us on 0115 981 9200 or email us at [ads@nottinghamlocalnews.com](mailto:ads@nottinghamlocalnews.com)**

Artwork is only offered free of charge once an order for advertising has been placed. If artwork is drawn up and the order is then cancelled the client is liable for any design costs incurred at the designer's current hourly rate. All artwork designed by us is copyright and must not be reproduced in any other publication without the prior permission of The Nottingham Local News. For full advertisers terms & conditions of sale please refer to 'Terms & Conditions' at [www.nottinghamlocalnews.com](http://www.nottinghamlocalnews.com)