



## adverts ... flyers ... posters

To keep costs to a minimum and due to the (normally) 'compacted' turnaround time allocated for flyers, posters and adverts, we will commence working on master artwork immediately post an initial conversation/briefing, which on completion we will send to you as a compressed PDF for you to view/print in-house. We fully encourage constructive critique and will continue working/tweaking designs until we have reached a pleasing design. We ask that all copy be supplied in digital format, either in the body of an email or as word document and advise that all content be checked for spelling and accuracy before submission as we will insert copy directly. If you do not have the information in digital format, we can digitize it on your behalf, please be advised that this is a chargeable service at our hourly rate.

### Imagery

We ask that all photography/illustration/logos be sent to us in digital format, print resolution **minimum 300DPI**, logos to be supplied as vectored EPS files. Please be advised that images supplied as compressed Jpegs or taken from websites will reproduce poorly. We can accept images via email but file sizes exceeding 10Mb in total should be sent to us on **PC formatted CD**. We can recreate logos in vectored format on your behalf for a nominal charge.

### If your advert/flyer/poster requires photography we can either:

- Perform simple photographic tasks in-house
- Recommend an external photographer
- Source photography from Image Banks

We will advise of the most cost effective approach depending on the subject matter.

### Illustration

In the absence of photography we are happy to create illustrations but please be advised that this service will be charged extra to the prices listed below. We also require greater lead-in times for this service and prices vary according to the complexity of the artwork.

### Reproduction

For flyer and poster printing especially - 'you get what you pay for'. We can advise good quality : price printers, the choice of which will depend on your budget : the importance of the finish.

### Prices (assuming good quality photographic content supplied)

- A7/A6 full colour double-sided flyer design **£100**
- A5 full colour double-sided flyer design **£150**
- A4 full colour poster design **£180**
- A3 full colour poster design **£210**
- A2 and above poster design **POA**
- Advert design **from £80 (POA)**
- Recreation of logos as vectored EPS files **£25**
- Copy digitising **£45/hr**