

The Local Link Artwork Guidelines

To ensure the best quality creation or reproduction of your advertisement, please refer to the guidelines below. Please contact our graphics department on 9258 9222 if you have any queries.

File Formats

The Local Link is a PC based production environment using Corel 11, Adobe Photoshop, Indesign and Illustrator CS3 to create artwork.

We do not accept Quark, Pagemaker, Excel or Publisher.

Please send electronic files in .ai/eps, .cdr/eps or .psd format. To avoid fonts not being recognised, please convert text to curves where possible, send the file in more than one format and supply a jpeg or tiff of what the finished ad should look like (**of not less than 300 dpi**).

Electronic files must be supplied on CD-ROM or emailed to hq@thelocallink.com.au

If supplying hard copy for in-house scanning and ad construction, please ensure it is of the highest quality possible. We do not accept faxed letterheads, photocopies or directory ads as usable artwork.

Please do not write, staple or sticky tape over artwork. Leave room for your map reference if applicable.

Scanning and resolution

Pre-scanned images should be supplied at a resolution of not less than 300dpi and saved as .tiff, .psd or .jpeg.

Please do not send web graphics, as these are only 72 dpi and are not suitable for print.

If you send a bitmap or flat image file we are unable to edit the text on it, so please ensure you have proofed it.

DO supply	DON'T supply
.cdr (CorelDraw)	Quark or
.ai (Illustrator)	Pagemaker or
.psd (photoshop)	Excel or
.pdf	Publisher
.tiff	web graphics
.jpeg	faxed letterheads
.eps	photocopies
quality hardcopy	directory ads as artwork
images at 300dpi	mac disks
cd-rom	Camera Phone images

Ad Sizes (mm)		
	Width	x Height
B	81	x 43
C	81	x 67
D	81	x 92
Map	165	x 43
Quarter Page	81	x 116
Half Page	165	x 116
Full	165	x 236

Please supply your artwork at the correct size and proportion if possible, or else we will alter it to suit the actual size of the advert.

(ie: a tall rectangle ad supplied will not fit onto a wide rectangle ad without heavy editing)

Text Size

Do not cram too much information onto your ad, it will look terrible and not print legibly. Clear and concise information will ensure that your customers can read your advert. Too much information will look messy and is unprofessional.

Fonts

If we do not have your font we will try to match it as closely as possible. Some fonts are custom and not easily available

Colour

Due to the final print process, there will always be colour inconsistencies. Unfortunately, this is unavoidable and completely beyond our control. The colour will slightly vary from our proofs to the final printed book.

Colours which do not reproduce well and should be avoided are: **burgundy, gold/silver** (cannot be reproduced)
brown, ochre
pink, deep blue

WE CANNOT GUARANTEE ACCURATE COLOUR REPRESENTATION.