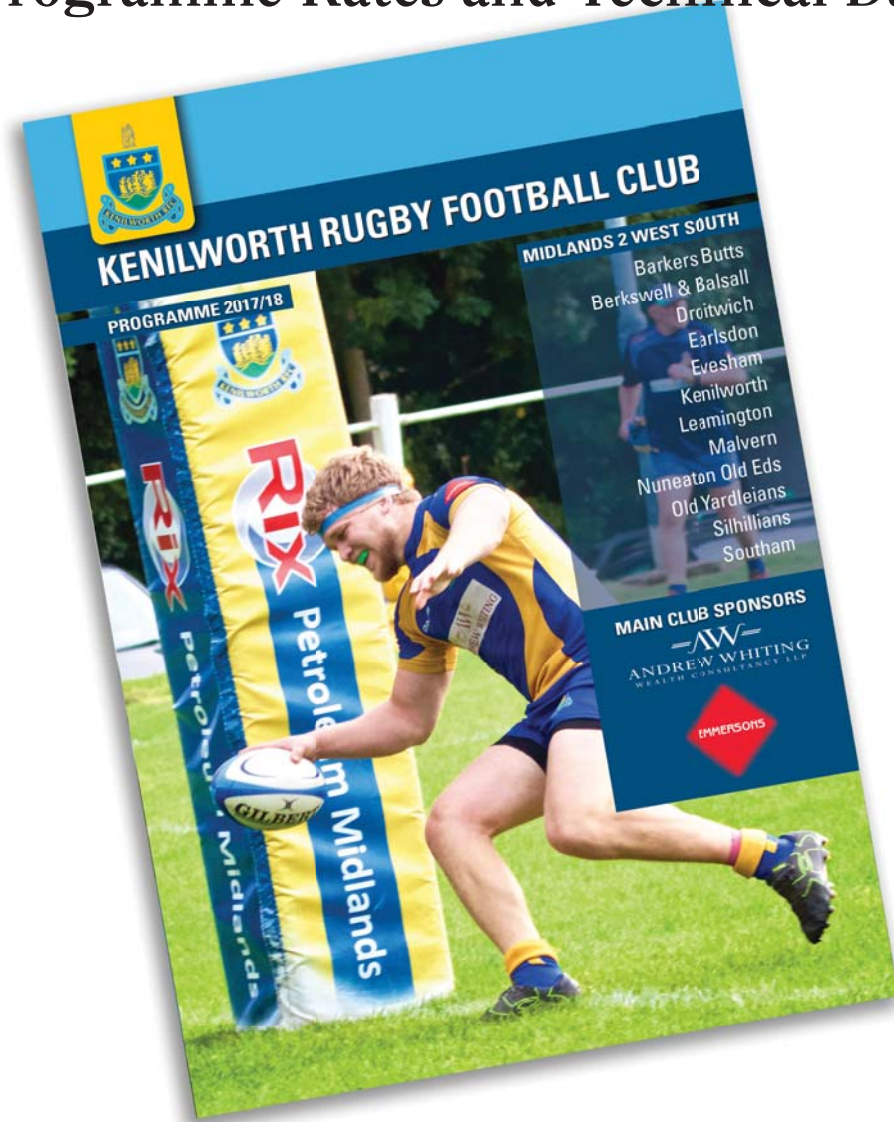




Kenilworth RFC 2018/19 Programme Rates and Technical Data



Advertising Rates

- full colour available throughout

Full page colour is £185 · Half page colour is £95

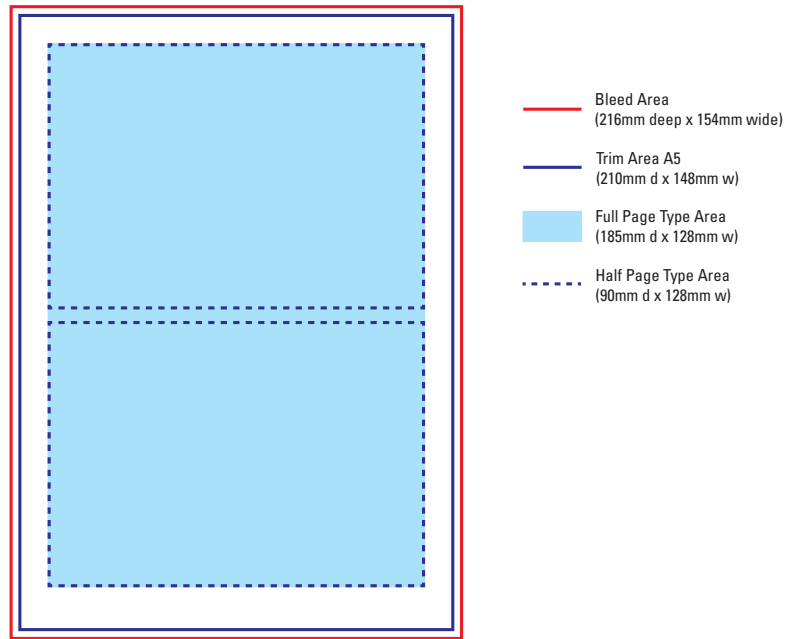
Multiple ads by agreement

Costs exclude VAT and an invoice will be raised on publication

COPY DEADLINE IS END JUNE 2018

Advertising enquiries and Adverts to

Willie Whitesmith, 077715174723, president@kenilworthrugby.co.uk



Advertisement Sizes and Specifications

Publication Size

The overall trim size is A5 (210mm deep by 148mm wide).

Advertisement Sizes

There are three sizes of advertisement available, full page bleed (i.e. where graphics run off the edge of the page), full page type area (i.e. where graphics fall within the margins of the page) and half page type area (i.e. where graphics again fall within the margins of the page).

The measurements are as follows:

Full page bleed: 216mm deep x 154mm wide (inc. 3mm bleed) *

Full page type area: 185mm deep x 128mm wide

Half page type area: 90mm deep x 128mm wide

* Make sure that the main subject of your advertisement falls well within the page (210mm x 148mm) as this size allows for a 3mm trim all round.

File Formats

It is preferred that digital artwork is supplied in PDF format to size, however most other file formats (EPS, Jpeg, TIF, Adobe Illustrator®, Microsoft Word® etc.) can be accepted.

Pictures (halftones) within these files should be scanned/produced to a resolution of 300dpi at the size to which they are to be reproduced.

File Naming

Please give your file a unique name, preferably including that of your company.
 (NOT just 'KRFC Ad' please - we get lots of them!)

Colour/Black & White

The publication is printed full colour throughout but black and white (greyscale) advertisements are accepted providing that they are to the same specifications as detailed above.

Any technical queries should be directed to:

John Harlow, 07767895605, j.harlow@btinternet.com