

What's On!

IN AYRSHIRE AND ARRAN

- **What's On!** is a popular full colour A5 magazine containing a comprehensive list of events and entertainment in Ayrshire.
- The print run is 20,000 copies per issue, being distributed through Ayrshire Tourist Board information centres, hotels, caravan parks, restaurants, visitor attractions, bars, libraries, theatres, local Council offices and Information Centres in neighbouring areas.
- The whole publication is available on-line including all advertisers in the publication at www.whatsonayrshire.com
- **What's On!** is published five times every year... in March, May, July, September and November.
- **What's On!** is not only for tourists... it is the area's only comprehensive listings guide, and attracts a wide local readership. It offers an ideal advertising medium for a host of businesses, and series discounts make all year round advertising very economical.



Published by:

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advertising rates and data

Size	Dimensions (mm)	Trim	Bleed	Rate
Double Page	190h x 277w	210h x 297w	216h x 303w	£795.00
Full Page	190h x 130w	210h x 148w	216h x 152w	£485.00
Half Page (landscape)	92h x 128w	N/A	N/A	£285.00
Half Page (portrait)	190h x 61w	N/A	N/A	£285.00
Quarter Page (portrait)	92h x 61w	N/A	N/A	£155.00
Quarter Page (landscape)	45h x 128w	N/A	N/A	£155.00
Business Card	40h x 61w	N/A	N/A	£75.00

All rates are subject to VAT.

COLOURS

All colour files must be supplied as CMYK. RGB, lab or spot colours will be converted to CMYK automatically by our software and we cannot be held responsible for undesirable colour shifts.

FONTS

All fonts must be embedded in the document. We cannot receive fonts from customers because it is illegal. If you are supplying an EPS file then please ensure that all fonts have been converted to paths or outlines before saving. If fonts are not embedded in the document we must ask you to re-supply the file.

RESOLUTION

Colour and greyscale images should be 300dpi. monochrome images should be 1200dpi. Supplying images at low resolution can lead to a loss of quality. We do not check for low resolution images and we cannot accept liability for quality issues relating to this.

SIZE

All adverts should be supplied as single pages. If your advert is within a 5% tolerance of our specification then we will automatically re-size your advert without asking you.

NAMING

Our file naming convention is "advertisers, magazine name, month", eg.hays.01.whatson.pdf.

ACCEPTED FILE FORMATS

We accept PDF (preferred), Postscript, EPS, TIF and JPEG.

FILE TRANSFER

We can receive files via Email or on disk.

The *Whats On* production email address is daniel@advertisingworks.co.uk (We can receive up to 15MB).

We can accept your advert on DVD or CD-ROM. Mac or PC versions are accepted but PC disks must be formatted to the ISO 9600 standard.

BLEED

Adverts should be supplied with 3mm bleed wherever they will be printed to the edge of a page. If bleed is not present you will be asked to re-supply or, depending on the design of your advert, we may add bleed for you.

KNOCKOUT/OVERPRINT

Ensure that knockout and overprint are set correctly in the source application document. These settings will be present in the PDF generated from the application file and will be honoured in print. We cannot accept liability where an advert appears incorrectly in print and the fault is shown to originate from the application file.

CONTRACT PROOFS

To help our printers achieve colour accuracy please can you supply a contract proof. A contract proof should be generated from a high quality proofing device such as a Cromalin proof. Laser proofs from desktops can be supplied as content proofs but these will not be sent to the printer.