



BEEF SHORTHORN JOURNAL 2023 VOLUME 19

Advert Design Brief Guidelines

Deadline for submitting booking: **Friday, 23rd September 2022**

Deadline for submitting all advertising copy: **Friday, 30th September 2022**

Advertising Booking

Please specify what size advert you have booked:

- Quarter Page
- Half Page Vertical
- Double Page Spread
- Half Page Horizontal
- Full Page

General Brief

Please supply a detailed brief of what you have in mind...

Please include:

- Any colours you would like to use
- Any particular fonts you would like to use
- Specific layout / image positioning

Alternatively, if you do not have any set ideas we will create an advert for you based on the copy you supply.

Images / Files / Copy

Please supply all images / logos you would like to use in your advert.

All images must be sent high resolution. File transfer sites like **www.wetransfer.com** or **www.dropbox.com** may be required if your file sizes are too big to email.

Accepted file types: JPEG, PSD, TIFF, EPS or Ai.

Copy must be supplied in a Word file or similar word processing program, handwritten copy will not be accepted.

Do not embed images into Word documents, all images must be supplied individually.

All named animals must be registered in the Coates herd book and have met all DNA testing requirements. Any named semen or embryos must have been accepted into the Coates herd book and hold any required DNA testing.

All photos of animals featured should show them in their best light and the Society reserve the right to request a new image if deemed to be inappropriate for publication. Images should not be digitally altered.

Proofing

You will receive a PDF proof via email for your approval.

Please send all artwork files to: ellie@beefshorthorn.org