2018 FESTIVAL GUIDE ADVERTISING

The Greenbelt **Festival Guide** is a large tabloid newspaper format (283 x 356mm) with a **Daily Diary** pull-out and in full colour throughout. It contains all the essential information for what is happening at the festival over the weekend plus additional articles and content.

Greenbelt festivalgoers are extremely activist, committed to change, getting involved in issues, and spending time getting to the heart of the matter. Every organisation who comes to be at the festival tells us that the depth of interaction and engagement they experience is better than anywhere else they go.

Full page, half page and quarter page ads are all available, please see sizing and prices as detailed.

If you are interested in advertising this year in the guide please get in touch and lets have a chat.

Email hannah@greenbelt.org.uk or call on 0207 329 0038.

– Artworks to be supplied as a pdf, see specification below.
– Deadline: Final Artwork must be recieved by **Friday 22nd June**

If advertising in the guide isn't for you, but you have other ideas; inserts, banners, bags or anything else, then please do get in touch.

Full-page ad
251mm (w) × 321mm (h)
£1450 + VAT

Half-page ad
251mm (w) × 158mm (h)
£750 + VAT

Quarter-page ad
251mm (w) × 76.5mm (h)
£450 + VAT

Quarter-page ad
251mm (w) × 76.5mm (h)
£450 + VAT

Newspaper pdf technical pdf specification.

Images:
To achieve the best colour reproduction we recommend optimising your images for newsprint.

Retouch image correcting exposure, colour and cast
Resize image to 200ppi – effective resolution
Sharpen image using unsharp masking with file at 100%
Convert to cmyk using the correct icc profile and rendering intent (Rendering intent usage below)

ICC profile usage:
RGB: sRGB_IEC61966-2.1.icc
CMYK: WAN-IFRAnewspaper26v5.icc or ISOnewspaper26v4.icc

Rendering intent usage:
sRGB_IEC61966-2.1.icc to WAN-IFRAnewspaper26v5.icc Relative BPC on
sRGB_IEC61966-2.1.icc to ISOnewspaper26v4.icc Perceptual BPC off

Download the icc profiles
icc profile download http://80.195.120.23/downloads/iccProfiles.zip

Fonts
All fonts must be embedded or embedded subset.
Black text must be 100% black, not made up of 4 colour.
Black text on white: minimum 6pt.
White text on black: minimum 6pt.
White text on colour: minimum 10pt Sans Serif
and 14pt Serif.
Colour text on colour: minimum 10pt Sans Serif
and 14pt Serif.
Colour text on white: minimum 10pt Sans Serif
and 14pt Serif.

Typefaces
Sans Serif typefaces are the best choice for newsprint reproduction.
Typefaces with thin or delicate serifs/strokes and non-uniform character thickness should be avoided. For clarity and readability, we recommend using 7 point black or above.

Any spot colours left in your pdf will be converted to cmyk.
We can only print spot colours on gloss/coated covers.