

# Hunter valley

WEDDING PLANNER

## ARTWORK SPECIFICATIONS FOR WEB

### www.HunterValleyWeddingPlanner.com.au

Please see panel on right for examples of web listings available along with the sizes and inclusions for each type of BANNER AD and WEB LISTING available on www.HunterValleyWeddingPlanner.com.au

You will be sent a proof of your Banner Ad or Web Listing for your approval, no listings will be published online without a signed approval. We will create all artwork for you FREE OF CHARGE. You are allowed two rounds of authors corrections, if you make any further changes to your ad after you receive the third proof you will be charged \$50 + GST (\$55) per round of changes.

Once your ad or listing is approved and/or uploaded to the website you will be charged \$50 + GST (\$55) for any changes/adjustments that are required throughout each 6 month advertising period.

### BANNER ADS

Please supply separate components and we will create the banner ad and send you a proof. If you would like to send final artwork please supply 3 x separate images to sizes specified (in panel on right) as 72 dpi, JPEG, RGB files saved for WEB.

### WEB LISTINGS

Please supply images, logo and text (required for Display and Premium listings only) and we will crop and adjust sizes of images to suit. If you would like to supply photos at finished size please crop square and supply at sizes listed (in panel on right) as 72dpi, JPEG, RGB files saved for WEB.

### SUPPLYING COMPONENTS

**Photos** > Photos for web listings don't need to be supplied in a high resolution format, however it is best to do so and allow us to downsize and crop images for your listing or banner ad. Please supply images as **TIFF or JPEG files**.

**Logos** > These are best supplied as **Illustrator EPS files** – other formats are acceptable (such as high resolution TIFF or JPEG) however the quality may be diminished and we may not be able to place them on top of an image or background colour.

**Text** > It is best to supply your text via email – you can supply it in point form and we will arrange it for you or you may wish to supply it as finished paragraphs.

### SEND YOUR ARTWORK BY EMAIL, POST OR WEB

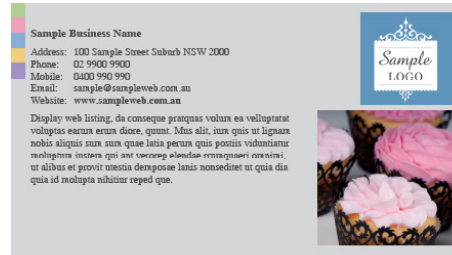
- Email** > Email to [natasha@HunterValleyWeddingPlanner.com.au](mailto:natasha@HunterValleyWeddingPlanner.com.au) (we can accept files up to 15MB via email).
- Post** > Post your CD or DVD to 'Your Hunter Valley Wedding Planner' PO Box 292 Maitland NSW 2320 (for files larger than 15MB).
- Web** > [www.wetransfer.com](http://www.wetransfer.com) (a free, quick and easy way to transfer large files).

### BASIC WEB LISTING - FREE with magazine ad booking



- Includes:  
 > Contact Details  
 > Web Link

### DISPLAY WEB LISTING



- Includes:  
 > Contact Details  
 > Web Link  
 > 50 word editorial  
 > 1 x Logo (100 pixels square)  
 > 1 x Photo (160 pixels square)

### PREMIUM WEB LISTING - really stand out!



- Includes:  
 > Contact Details  
 > Web Link  
 > 150 word editorial  
 > 1 x Logo (100 pixels square)  
 > 3 x Photos (160 pixels square)

### BANNER AD on home page HunterValleyWeddingPlanner.com.au



- Size: 250 x 78 pixels  
 3 x images rotate within the one banner ad space.  
 Banner ad clicks through to your web listing which contains a link to your website.  
 Banner ads available on **HOME PAGE** or **BRIDES FORUM**. Please see booking form for prices.

### CATEGORY BANNER AD on HunterValleyWeddingPlanner.com.au

Size: 162 pixels square > 3 x images rotate within the one banner ad space > Your banner sits at the TOP of your category and clicks directly through to your listing. Please see booking form for prices.

