Creating an advert file

Overview

So, you have decided to advertise in one of our titles and are now wondering how to make your advert? This document contains technical specifications on how to do it, and aims to guide you around common pitfalls as well as detailing marketing tips for those new to advertising. We want you to be as happy with your advert as possible – if you have questions not addressed here, please email us at marketing@deadstarpublishing.co.uk and we will do what we can to help.

The basics on creating an advert

Unless agreed otherwise, your advert will be a full-page full-colour piece. Adverts served through our titles are best implemented as images containing all the information and graphics that you wish for our customers to see. We would advise you to discuss your needs with your graphic designer and work with them to draft and refine your advert design. If you do not have a graphic designer, we can assist in the design and production process for a nominal fee. Please contact us to discuss your needs.

The goal of any advert is to encourage the viewer to follow an instruction, or to make them aware of a product/service etc. To this end, a simple yet striking idea is often most effective. Consider using an idea that will appeal to your target audience. Depending on the subject of the advert, humour, discounts and clever wordplay can all be employed to good effect.

Ideas for creating a great advert

There are many elements that may be drawn upon to create a compelling advert. It is possible to use images of your product, or location, testimony of your customers, blurb or descriptive text etc. Generally you want to avoid telling consumers what your product/service/location does, and instead appeal to how it affects them. If you were advertising a pool table you might show that its extra smooth surface allows for less troublesome sticking of balls in awkward spots.

People need to know how to find your product/service etc. This might be with a postal address, telephone number, website, or even through use of QR codes. Having a textured background that draws the eye to focal points on the page can also be beneficial.

What dimensions should art files be?

Our standard comic is 177mm wide and 266mm tall. In order to ensure comics print correctly and can be cropped to the desired size once bound, we add a 3mm border around all files taking dimensions up to 183mm wide and 272mm tall. Our production process is geared towards high-quality printing with 300ppi

being our standard resolution. With that in mind, art files should be sized at 2161px wide and 3213px tall in total, with a live area of 2100px by 3150px in the centre. Only items within the live area will be printed. Art outside the area is purely to prevent colourless edges on a page in the case of a misaligned print, or incorrectly cropped page. This area of 2100px by 3150px is the absolute edge of what will appear on a page. If you have speech bubbles or other important information that must be seen, please keep it within the centre 2028px by 3080px area (171mm by 260mm). There is a visual guideline to this on our resources page: comic template.png

Some software from different manufacturers has been known to display a pixel as different sizes. If in doubt use our measurements in pixels instead of our measurements in millimetres.

What filetypes should be used?

Documents should be sent either as .jpeg or as unflattened .tiff files. If you have multiple adverts they should be sent individually, not combined into one file. We would appreciate it if you can name the pages so we don't have to work out what page goes where.

Do NOT send us pages in .pdf or other formats unless we specifically request them that way. It is far more difficult (if not impossible in some cases) for us to work with files saved in the wrong format.

How to send material to us

We can accept files in a variety of ways, both from USB data drives, CDs, DVDs etc, as well as by email to marketing@deadstarpublishing.co.uk (provided the total size of the files is below 10MB). If the files to be sent are larger than this then we recommend a service such as www.mailbigfile.com that can be used for free. In the future, we may investigate allowing advertisers to upload files directly to our servers. This document will be updated with details if that happens.

We cannot accept material for publication that is delivered to us in a physical medium. Please do not sent physical artworks to us as we are unable to process or return them.

Deadlines

When you agree to advertise with us, we provide advertisers with a deadline date. This is the FINAL date where we can accept files for inclusion in a title. If the deadline is missed we will be unable to include your advert in our title. Please ensure you leave enough time to create and review your advert so that it can be submitted before your deadline.

Problems with your advert

If we receive your advert and discover an issue that could affect its appearance or clarity when printed we will endeavour to notify you so that the matter can be resolved. We are afraid that we cannot delay deadlines in such cases. If an advert passes visual inspection prior to printing, we can accept no liability for accidental error, inaccuracy, etc once printed.

General tips

- Although we print at 300ppi, it is advisable that you create artwork at a higher resolution than this so that it you don't hinder your ability to include detail.
- Don't underestimate the power of transparent backgrounds. With them you can layer images on top of one another.
- Save early, save often.
- If in doubt, contact us. We want you to be happy with your advert and will help as much as possible to ensure that happens.