



Weston super Mare AFC Programme Artwork Requirements

We require editable PDF/EPS files created to print ready specifications. Colour images should be down-sampled to 300DPI. The PDF colour space should be four-colour CMYK, unless Spot colours are required. Bleed and trim marks should be included. Files provided in any other format will require our designers to make changes and will incur a minimum fee of £40+VAT.

Fonts

Please ensure that all fonts are embedded in the PDF document or make sure you convert fonts to outlines to prevent any issues with fonts.

Images

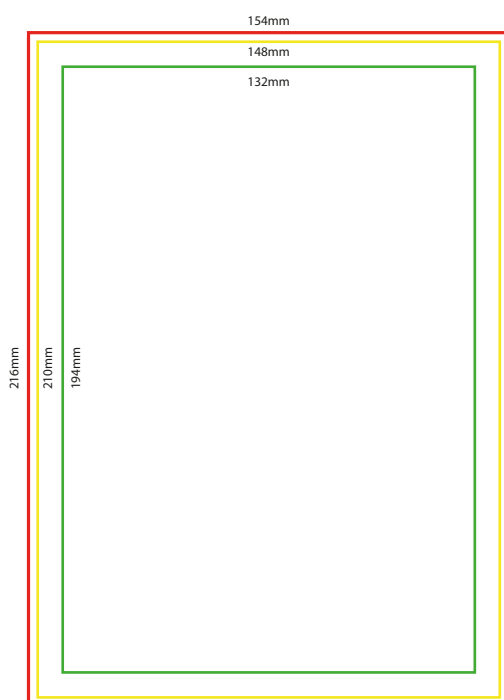
If there are any images within in the document, they must be saved as CMYK and no less than 300dpi, preferably in PSD, TIF or EPS to ensure quality. Please note the programme is portrait so ensure your adverts are

Colours

Please specify if the job is to be printed in CMYK with/or spot colour etc. All spot colours need to be clearly specified. Pantone (PMS) colours preferred.

Bleed, Trim Marks & Fold Lines

If your document has colour or images placed off the edge of the page, a 5mm bleed is required. Trim marks (use solid lines) are to be included so the document can be trimmed to the desired size. If you require folding, please indicate by inserting fold lines (use dotted lines). Trim marks and fold lines are to be set outside the print area.



- Safe Print Area
- Full Page Size
- Bleed Area



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- Full Page Size
- Bleed Area



ADVERTISING PERIMETER BOARDS

Advertising at The Woodspring Stadium is a fantastic way to expose your brand to a wide and varied demographic. It is a key role in any company's business plan to achieve their branding objectives.

Perimeter Board options:

Option 1: Pitch perimeter boards, 3050 x 762 x 10mm. 2 year deal, including design & board production.

Option 2: End of sports hall banners within the stadium. Single banner 23ft x 6.5ft. 2 year deal, including design & board production. Can be viewed from all vantage points throughout the stadium.

Option 3: End of sports hall banners on main Winterstoke Road. Single banner 23ft x 6.5ft 2 year deal, including design & board production. Fronting onto Winterstoke Road illuminated at peak times

DIGITAL WEBSITE BANNERS

Our digital marketing offer is all new for 2016/17 season. We offer several options to promote your business from our busy club website.

On average our club website gets a minimum of 1500 unique views per week which we can now offer you the opportunity to advertise your business on. Don't just think of this as one part but more a marketing bundle that we can design specifically to suit your business needs incorporating our perimeter boards, and matchday programmes.

Web banner options: Horizontal_A

- Creative Size: 250 px x 125 px
- File Size: 72 KB max
- Resolution + Color Mode: 72 dpi, RGB
- Required Link: URL your ad will link to.
- File Formats: PNG or JPG.

*Please note that onscreen display size may appear slightly smaller





2015/16 HOME & AWAY KIT

AVAILABLE NOW



Web banner options: Vertical_A

- Creative Size: 260 px x 752 px
- File Size: 72 KB max
- Resolution + Color Mode: 72 dpi, RGB
- Required Link: URL your ad will link to.
- File Formats: PNG or JPG.

*Please note that onscreen display size may appear slightly smaller