Pump adverts - Artwork requirements

Your final advert will display as the following size:

- 66mm x 66mm for a single space
- 135mm x 66mm for a double horizontal space
- 66mm x 135mm for a double vertical space

If you can find out the PPI (pixels per inch) of your artwork, please ensure this is at least 300ppi. If your software does not allow for such specifics, then please do what you can to ensure your artwork can be reduced to this size without distortion.

You must therefore ensure that your advert is easy to read at the abovementioned size, so try to avoid text that is smaller than 9pt where possible.

Please do **<u>NOT</u>** add any borders to your artwork. Either use a solid background colour (including white), a pattern or a high-quality image.

All artwork will be checked and any necessary changes will be communicated to you. To allow time for changes, please submit any artwork as soon as you can.

Some suggestions:

- Consider readability – don't put text over busy and/or dark images as it will be harder to read.
- Remember branding consistency! Use your branding colours, fonts and style.
- Don't use several different fonts – at most just use a different heading to the body text.
- Only include necessary information and keep your wording short. Get to the point and direct people to where they can find more info if useful.
- Make it standout and be interesting.