

Artwork supply specifications

Paradigm accepts artwork as **Press Ready PDFs** or as files created using Adobe InDesign and Adobe Illustrator. Please note: Press Ready PDFs can only be created using professional PDF creation software, e.g., Adobe Acrobat Distiller, Adobe InDesign, Adobe Illustrator. PDFs cannot be amended by Paradigm. Artwork created using MS Word or MS PowerPoint **CANNOT** be used. Data can be supplied via e-mail or on disc. Please ensure that either all fonts are outlined within the artwork or the fonts are included with the data. All images must be high-resolution and saved as either greyscale or CMYK and be a minimum of 300dpi at 100% of the size that they will be printed.

The client will be advised of appropriate production charges that apply if artwork does not meet our specifications, but can be amended by Paradigm in-house. The quality of reproduction cannot be guaranteed if Paradigm's specifications are not adhered to or if the material is received after our copy deadlines.

Proofing: A desktop color laser or ink-jet printer output, while suitable to ensure all fonts and pictures are printing correctly, is not acceptable as an accurate color match. As part of the approval process you will be e-mailed a PDF 'soft' proof of your advertisement. Any changes you wish to make after this stage will incur additional costs.

Electronic transfer of data: Documents no larger than 10mb may be sent via e-mail. For files larger than 10mb, clients may send data electronically through Paradigm's data upload site to:

<https://goo.gl/WGfext>

Password: eurobiz

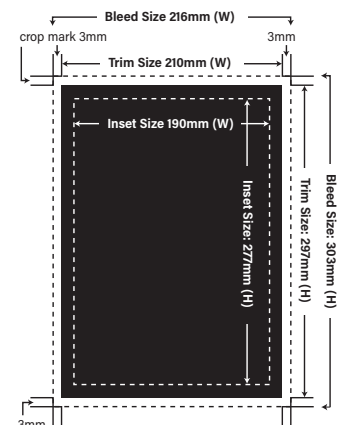
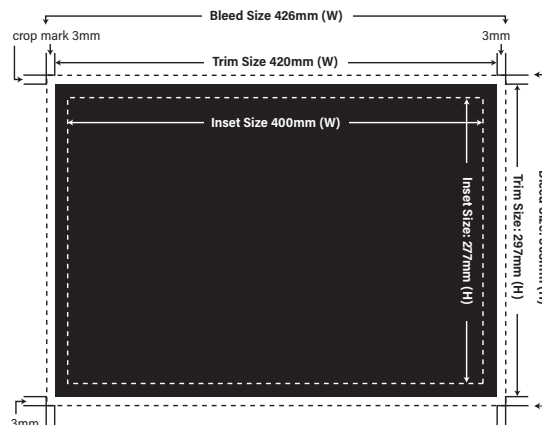
(click "CHOOSE FILES" or simply drag the files into the window)

Alternatively, you could use a free web-based large file transfer service such as www.yousendit.com or www.filesend.to

Sizes

ADVERTISEMENT	SIZE
Double page spread*	420 (w) x 297mm (h)
Full Page*	210 (w) x 297mm (h)
1/2 Page Vertical	92 (w) x 277mm (h)
1/2 Page Horizontal	190 (w) x 136mm (h)
1/4 Page	92 (w) x 136mm (h)

* If necessary, include 3mm bleed on each side.
All full-page advertisements are left-hand page placement unless otherwise noted.



Advertising creation costs

ADVERTISEMENT	FEE
Full Page	¥150,000
1/2 Page	¥100,000
1/4 Page	¥50,000

The Client **MUST** supply their styleguide (if any), visuals/graphics and text for the creation of a new advertisement. These rates are applicable **ONLY** to advertisements appearing in Paradigm publications. Ownership of materials prepared by Paradigm are subject to extra charges should the client require it to be placed in non-Paradigm publications. Production rates include ONE recommended layout and ONE opportunity for the client to provide amendments for final approval.

Additional client amendments beyond the single review stage are subject to extra charges. Production rates include up to two stock images. Additional images will be charged at ¥5,000 each. Rates include text-style editing only. A copywriting service is available at an additional cost.

Illustration, logo design or re-building, photography and re-touching are not included in the above rates.

Still need more information?

No problem! Simply contact Paradigm.

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