

# CIRCULAR BEER MAT SPECIFICATIONS



<b>Size:</b>	89mm diameter (double sided)
<b>Bleed:</b>	95mm diameter to allow for trim variances
<b>Safe copy area:</b>	83mm diameter
<b>Resolution:</b>	300 dpi or greater is recommended

## Approval

**ALL COPY MUST BE APPROVED BY ADMEDIA PRIOR TO PRINTING.**

Please email using either a jpeg or pdf proof of your design to [creatives@admedia.co.uk](mailto:creatives@admedia.co.uk)

## Artwork Format

The preferred format is a print ready PDF – please ensure that fonts are outlined/converted to paths and that colours are set as spot or CMYK process.

**If the artwork is to be supplied in any other format, please ensure that fonts are outlined/converted or supplied. All files must be Mac and PC compatible.**

## Supply of Artwork files

Artwork can be supplied in a number of ways:

1. Send your artwork by email (maximum 10mb) to [creatives@admedia.co.uk](mailto:creatives@admedia.co.uk)
2. When lead-time permits, artwork can be sent on CD to our office:  
Production, Admedia, 320 Regent Street, W1B 3BE
3. Upload your artwork to our ftp site (max 60mb): [www.admedia.co.uk/ftp](http://www.admedia.co.uk/ftp)  
Please notify us at [creatives@admedia.co.uk](mailto:creatives@admedia.co.uk) once you've uploaded
4. Send artwork larger than 60mb via Mediafire: [www.mediafire.com](http://www.mediafire.com),  
You Send It: [www.yousendit.com](http://www.yousendit.com) or similar

## Admedia labelling

Please note that Admedia must have the following text added to all beer mats produced: 'Admedia Beer Mats: 020 7580 3633'. This must be at least 4pt in size, Arial font, in either black or white (depending on the background colour). The text should be positioned near the edge of the mat (but within the safe copy area) on one side only.

## Please note

Light coloured text on a dark background should be a minimum of 7pt to avoid filling in.

## Proofs to be supplied

Supplying a hard copy proof is optional, however it is required when colour matching is important. Admedia is not responsible for any colour variations that may occur when a proof is not provided.

If any further questions or queries, please contact Richard-Lee Read on 0207 927 7108, or e-mail [Richard-LeeRead@admedia.co.uk](mailto:Richard-LeeRead@admedia.co.uk)

# SQUARE BEER MAT SPECIFICATIONS



<b>Size:</b>	89 x 89mm with approx 5mm radius corners (double sided)
<b>Bleed:</b>	95 x 95mm to allow for trim variances
<b>Safe copy area:</b>	83 x 83mm
<b>Resolution:</b>	300 dpi or greater is recommended

## Approval

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## Artwork Format

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**If the artwork is to be supplied in any other format, please ensure that fonts are outlined/converted or supplied. All files must be Mac and PC compatible.**

## Supply of Artwork files

Artwork can be supplied in a number of ways:

1. Send your artwork by email (maximum 10mb) to [creatives@admedia.co.uk](mailto:creatives@admedia.co.uk)
2. When lead-time permits, artwork can be sent on CD to our office:  
Production, Admedia, 320 Regent Street, W1B 3BE
3. Upload your artwork to our ftp site (max 60mb): [www.admedia.co.uk/ftp](http://www.admedia.co.uk/ftp)  
Please notify us at [creatives@admedia.co.uk](mailto:creatives@admedia.co.uk) once you've uploaded
4. Send artwork larger than 60mb via Mediafire: [www.mediafire.com](http://www.mediafire.com),  
You Send It: [www.yousendit.com](http://www.yousendit.com) or similar

## Admedia labelling

Please note that Admedia must have the following text added to all beer mats produced: 'Admedia Beer Mats: 020 7580 3633'. This must be at least 4pt in size, Arial font, in either black or white (depending on the background colour). The text should be positioned near the edge of the mat (but within the safe copy area) on one side only.

## Please note

Light coloured text on a dark background should be a minimum of 7pt to avoid filling in.

## Proofs to be supplied

Supplying a hard copy proof is optional, however it is required when colour matching is important. Admedia is not responsible for any colour variations that may occur when a proof is not provided.

If any further questions or queries, please contact Richard-Lee Read on 0207 927 7108, or e-mail [Richard-LeeRead@admedia.co.uk](mailto:Richard-LeeRead@admedia.co.uk)