

Website Profile

FOR US TO SHOW YOU OFF ON OUR WEBSITE

If your company has advertised with us before, we will already have this information, so you don't need to send it again. If you are new to working with us, we just need a few details to get you set up.

Company Name

This is the name you want potential customers to see. For example, 'Voucher Books' is a sub company of 'Terrific Media Ltd'... which is a bit of a mouthful! We think Voucher Books sounds better, so that's what we tell people!

Company Logo

If you can supply your logo as a vectorised PDF, EPS or AI, that would be fantastic! If not, we can work with any format, as long as it is good quality - big and sharp!

Website/Social Media Banner Image

We require an image to use that represents your company and/or the products/services you sell. Size: 845px x 475px.

Company Profile

This will be used on your business page on our website. It is very similar to what you have on your 'about us' page on your own website. This information will be read by our website visitors who are clearly interested in what you offer (why else would they be looking for more information about your company?), so make it count!

Consider:

- A brief company history
- The types of services and/or products that you offer
- What makes you great!

Company Links

We add your website and social links to our website. These are what we need:

- Website Address
- Socials URLs (Facebook, Twitter, Instagram etc)

Where to Send Your Information

Please send your information by email to artwork@voucher-books.co.uk

Artwork Specification

FOR DESIGNING YOUR OWN VOUCHER

Accepted Formats

We prefer Adobe PDF, as this will reduce any compatibility issues. We can also accept .AI, .INDD, TIFF, EPS, JPEG, Adobe Photoshop

Important Notes

Colour images must be in CMYK mode (please convert spot colours to CMYK equivalents). Any spot colours/pantones remaining in the artwork will be converted to CMYK during production and we cannot guarantee they will appear exactly the same as the spot colour/Pantone (although it is usually pretty close!).

Bitmap image resolution should be 300dpi at final size (higher resolution such as 400dpi is recommended where text is included in the bitmap).

Vector artwork should be retained in vector format where possible. However, please convert text to outlines/curves to avoid any font replacement issues.

Please include printer's crop marks and set 5mm bleed when creating PDF files.

Please ensure all elements necessary to print are supplied (e.g. all linked images and fonts are supplied with Illustrator and InDesign files).

Where to Send Your Artwork

By email: artwork@voucher-books.co.uk

Please ensure you include the Invoice reference number when sending artwork. We will then check the artwork and send you a proof back along with confirmation of which location(s) and date(s) your voucher will be published.

Full Page

| | |
|----------------------|---------------------|
| Finished Size | 136mm(w) x 210mm(h) |
| Bleed Size | 146mm(w) x 220mm(h) |
| Safe Area | 126mm(w) x 200mm(h) |

Half Page

| | |
|----------------------|---------------------|
| Finished Size | 136mm(w) x 105mm(h) |
| Bleed Size | 146mm(w) x 115mm(h) |
| Safe Area | 126mm(w) x 95mm(h) |

Quarter Page

| | |
|----------------------|--------------------|
| Finished Size | 68mm(w) x 105mm(h) |
| Bleed Size | 78mm(w) x 115mm(h) |
| Safe Area | 58mm(w) x 95mm(h) |

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| | |
|----------------------|-------------------|
| Finished Size | 68mm(w) x 52mm(h) |
| Bleed Size | 78mm(w) x 62mm(h) |
| Safe Area | 58mm(w) x 42mm(h) |

Back Cover

| | |
|----------------------|---------------------|
| Finished Size | 148mm(w) x 210mm(h) |
| Bleed Size | 158mm(w) x 220mm(h) |
| Safe Area | 138mm(w) x 200mm(h) |

Voucher Brief

FOR US TO DESIGN YOUR VOUCHER

For us to create your amazing new voucher, we need to know what your enticing offer is and a few other things, so we can work our magic.

Checklist

Special Offer Details

Logo

Contact Number(s)

Email Address

Website

Offer Expiry Date

Please keep in mind that our Voucher Books have a 2 month lifespan, so the offer can not last longer than 2 months from the publication date i.e. a January voucher will last from the beginning of January and expire on the last day of February.

Specific Terms & Conditions?

Please make these as clear as possible. We like our readers to fully understand the offer with no hidden catches.

Images

Are there any specific images you would like us to show? Perhaps you want to show one of your products or your brand has a certain style of image?



Where to Send Your Information

By email: artwork@voucher-books.co.uk

Please ensure you include the Invoice reference number when sending your info - we do receive a lot from various companies and we'd hate to get them mixed up!

We will then create the artwork and send you a proof back along with confirmation of which location(s) and date(s) your voucher will be published.

Voucher Guidance

GET THE MOST OUT OF YOUR SPECIAL OFFER

Different offers can work very differently for different types of businesses. Think about what you are trying to achieve. Also, consider the realistic outcome of your voucher and what you do not want to happen i.e. you want to offer a 2-4-1 on meals on a Tuesday because it is your quietest day of the week. By not stating 'Tuesdays only' you are offering 2-4-1 all week, which means the voucher can be used on a weekend too, when you are usually very busy!

Struggling to think of an offer?

Consider these:

- **2-4-1**
- **Pound Value Discount**
- **Percentage Based Discount**
you could include a minimum spend in there too
- **Free Gift**
when a specific product is bought or a spend threshold is hit
- **A Package Deal**
i.e. Football shirt, shorts, socks and kit bag for £XX

Remember...

Bigger discounts bring much more success with vouchers!



Are You Ready to Become a Partner?

Voucher £r
Books

info@voucher-books.co.uk
voucher-books.co.uk