

Artwork & Sponsored Content Creation

FOR BEST RESULTS PLEASE SUPPLY THE FOLLOWING TO PREPRESS@APRS.COM.AU

Print & Website Artwork Creation

<p>1.</p> <p>LOGOS</p> <p>Business logos as vector graphic or high res image</p> <ul style="list-style-type: none">▶ .eps or .ai preferred▶ .jpg ok	<p>2.</p> <p>PHOTOS</p> <p>High resolution and high quality photographs</p> <ul style="list-style-type: none">▶ 300dpi▶ 20cm (W)▶ graphically strong	<p>3.</p> <p>WORDING</p> <p>Headlines and body text of the advert as a Word Doc</p> <ul style="list-style-type: none">▶ catchy headlines▶ keep it simple▶ focus on a product or service	<p>4.</p> <p>CONTACT</p> <p>Contact details of your business and a call to action</p> <ul style="list-style-type: none">▶ phone, website, email, social media etc.
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You will receive 2 proofs for your advert. To ensure maximum satisfaction with the end result, please take time to carefully consider and clearly instruct ALL desired changes in response to the initial proof.

We are working with finite deadlines and resources, so cannot provide ongoing changes outside these 2 proofs.

To save time and guarantee desired result, please provide any brand guidelines (like colours or font choice etc) for your advert preferences (or examples or adverts you like). If none are provided we assume you are happy to allow the Prepress team to use their creative license.

Send content through to prepress@aprs.com.au and we can make a start getting your content ready.

Sponsored Content Creation

Quality content should be a key element of your marketing strategy. It's a necessity for every business and, if executed correctly, it's an incredibly powerful way to make connections and build relationships with new and existing customers.

Why not let our gifted 'content team' tell your story through highly engaging and evocative content targeted to our audience. We know and understand what resonates with our audience, what makes them engage and want to find out more. Whether that is **advertorial content, digital marketing, EDMs, e-newsletter, business profiles, product spotlights and reviews**, we are the experts in delivering content that connects. With creativity at our core, our team of journalists, content experts and SEO writers all have that incredible gift to deliver a compelling story that connect with an audience.

If you are interested in working with one of our talented writers, please contact prepress@aprs.com.au.

FAQs

- ▶ **What is HIGH RESOLUTION?:** Higher resolution means more image detail. Image resolution describes the detail an image holds. The term applies to digital images, film images, and other types of images.
 - ▶ **What is VECTOR?:** Vector-oriented images are more flexible than bit maps because they can be resized and stretched. Vector graphics are based on vectors (also called paths, or strokes) which lead through locations called control points.
 - ▶ **What WORKS?:** Keeping it simple is the key. Less is more. Making a quick but lasting impression is more important than letting the reader know everything that you do. Remember your display ad is as much about representing the company as it is the product or service.
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