

Advertising Dimensions



Double Page Spread

Image Area - 255(h) x 400(w) mm
Trim Area - 275(h) x 416(w) mm
Bleed - 281(h) x 422(w) mm



1/4 Page Vertical Strip

Image Area - 255(h) x 43.25(w) mm
No Bleed



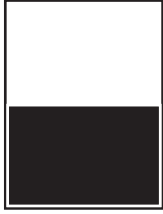
Full Page

Image Area - 255(h) x 185(w) mm
Trim Area - 275(h) x 208(w) mm
Bleed - 281(h) x 214(w) mm



1/4 Page Horizontal Strip

Image Area - 61(h) x 185(w) mm
No Bleed



Half Page Horizontal

Image Area - 125(h) x 185(w) mm
No Bleed



1/6 Page Horizontal

Image Area - 41(h) x 185(w) mm
No Bleed



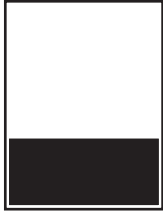
Half Page Vertical

Image Area - 255(h) x 90.5(w) mm
No Bleed



1/8 Page Standard

Image Area - 61(h) x 90.5(w) mm
No Bleed



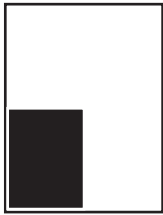
1/3 Page Horizontal

Image Area - 85(h) x 185(w) mm
No Bleed



1/8 Page Vertical

Image Area - 125(h) x 43.25(w) mm
No Bleed



1/4 Page Standard

Image Area - 125(h) x 90.5(w) mm
No Bleed



1/16 Page Standard

Image Area - 61(h) x 43.25(w) mm
No Bleed

Mechanical Specifications

- Files created in any of the following applications:
 - QuarkXpress 4.1 or earlier
 - Pagemaker 6.5 or earlier
 - Freehand 9.0 or earlier
 - Illustrator 9.0 or earlier(We do not support Corel Draw or Microsoft Publisher)
- Supplied as open documents, EPS, Postscript or PDF files
(PDF's must be supplied to our specifications - All open documents must be with all fonts, images and links supplied.)
We accept PDF's that have been created in other programs as long as the PDF has been created using Acrobat Distiller.
- General Specifications
 - RGB is not accepted. CMYK four colour process only.
 - Scans to be supplied at 133lpi = 250dpi, 175lpi = 350dpi.
 - Images that are placed within documents must not be enlarged to exceed 120%
 - Black is set to overprint and has trapping where required
 - Up to date colour/b&w laser proofs are required for checking
 - All links to document must have appropriate file extensions to each file PC and Mac. (Eg: .jpg .eps .tif)
- Supplied Format and Media
Mac or PC, Jaz, Zip, CD, Firewire external hard-drive.