

Specifications

SUBMITTING ARTWORK

Quickcut: Advertisements can be supplied via Quickcut. For more information on delivery, phone (02) 9938 7500 or go to www.quickcut.com.au.

Websend: We also accept advertisements supplied via Websend. For more information, phone Websend on 1300 798 949 or go to www.websend.com.au.

When supplying advertising material via Quickcut or Websend, please ensure that the cover date and magazine name is entered. This will assist with keeping track of your advertisement.

Supported file type: high-resolution Adobe PDF. Our specifications: Create one PDF file for each page from a postscript file using Adobe Acrobat Distiller. When creating postscript or PDF files, please use the correct Printer Description (PPD) and Distiller job options to ensure correct processing of your file.

Software: To ensure correct output of your files, PDFs can be created from Quark Xpress, Adobe InDesign or Adobe PageMaker. Instructions on how to output PDFs from these applications can be downloaded from the sources above. We cannot accept Word, Coreldraw, Excel, Powerpoint, or any other PC software, or film.

Submitting artwork: PDF files can be submitted on CD or DVD. Only include files and fonts that are to be output. Please delete unused objects and fonts from artwork.

PAGE MECHANICAL SPECIFICATIONS

Print Process: Web Offset

Binding Process: Perfect bound

Publication trim size: 275mm x 205mm

Double Page Spread:

Trim 275 high x 410mm wide
Type 235 high x 360mm wide
Bleed 285 high x 420mm wide

Full Page:

Trim 275 high x 205mm wide
Type 235 high x 175mm wide
Bleed 285 high x 215mm wide

Half Page Horizontal:

Trim 127 high x 184mm wide
Type 107 high x 164mm wide
Bleed N/A

Half Page Vertical:

Trim 275 high x 95mm wide
Type 235 high x 75mm wide
Bleed 285 high x 105mm wide

Third Page Horizontal:

Trim 83 high x 184mm wide
Type 63 high x 164mm wide
Bleed N/A

Third Page Vertical:

Trim 275 high x 70mm wide
Type 230 high x 50mm wide
Bleed 285 high x 80mm wide

ONLINE SPECIFICATIONS

Banner ad: Pixel dimensions 728 pixels wide x 90 pixels high. Resolution 72 pixels/inch. Format GIF, JPG, PNG.

Rectangle ad (RHS): Pixel dimensions 300 pixels wide x 250 pixels high. Resolution 72 pixels/inch. Format GIF, JPG, PNG.