

Artwork Specifications

WHAT YOU NEED TO SUPPLY

- We prefer artwork to be supplied as a high-resolution PDF; AND/OR
- The original file (created in one of the formats listed below) together with all fonts and images linked to the file.
*NB. Must be created on a Mac platform

- A digital proof. We take no responsibility for final color output if a colour accurate proof is not provided. This type of proof is vital so that both the printer and our company can check for colour accuracy and obtain your required colour result.

ACCEPTABLE FILE TYPES

- PDF - high resolution (*preferred)
- InDesign CS3 or lower
- Adobe Illustrator EPS, linked .AI files
- Adobe Photoshop (TIFF, JPG, EPS)
- Quark Xpress 6.5 and lower
- Freehand
- We DO NOT accept files created in Coreldraw or Microsoft Publisher
- We DO NOT accept material output as film

WE ONLY ACCEPT DIGITAL, PROFESSIONAL STANDARD FILES

Advertisements should be supplied to industry standards and created by a professional graphic designer / advertising agency.

ADVERTISEMENT SIZES

SIZE OF AD		WIDTH	DEPTH
Double page spread	- with bleed*	426mm	303mm
	- trim size	420mm	297mm
	- type/image area (allow a 20mm gap in the gutter)	410mm	287mm
Full page	- with bleed*	216mm	303mm
	- trim size	210mm	297mm
	- type/image area	200mm	287mm
Half page	vertical (floating)	87mm	260mm
	- with bleed*	108mm	303mm
	horizontal (floating)	180mm	127mm
	- with bleed*	216mm	148mm
One third page	vertical (floating)	58mm	260mm
	- with bleed*	78mm	303mm
	horizontal (floating)	180mm	79mm
	- with bleed*	216mm	100mm
Quarter page		87mm	127mm
CLASSIFIED/PRODUCT & SERVICE ADS			
Sixth of a page	vertical	58mm	120mm
	horizontal	120mm	58mm
Twelvth of a page		58mm	58mm

*bleed = 3mm on all edges

>>SEE OVERLEAF FOR MORE ON AD SIZES

IMPORTANT THINGS TO REMEMBER

- Please ensure that all work supplied is 4-colour **process CMYK**. Any spot or RGB colours used in supplied artwork need to be converted to process CMYK.
- The resolution of supplied artwork needs to be **at least 300dpi**. Anything less than this is not print quality. Images taken from websites are generally not acceptable as they are low-resolution.
- Unless you are supplying a PDF or a flattened image file (TIFF, jpg, etc) we require that all **fonts are outlined** OR all fonts used are supplied to us with the artwork. Please avoid using True Type fonts (fonts that end with .TTF).
- PDFs need to be have **trim marks** on them to ensure that your ad will sit in the correct position on the page.
- If colour accuracy is important to you, a **digital proof** must be supplied with the artwork.

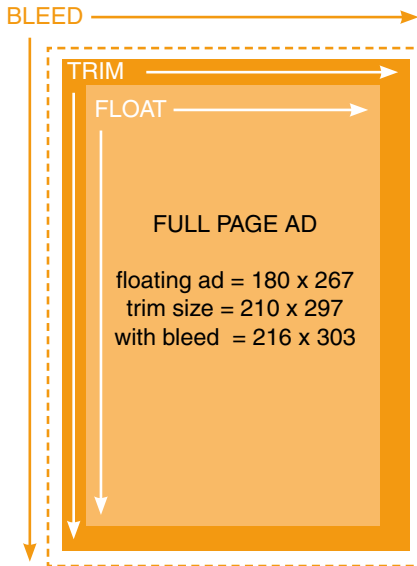
HOW TO SUPPLY ARTWORK

You can supply files on disk and mail them to Flooring magazine, P.O. Box 800 Templestowe VICTORIA 3106, or email them to annette@elitepublishing.com.au

QUESTIONS?

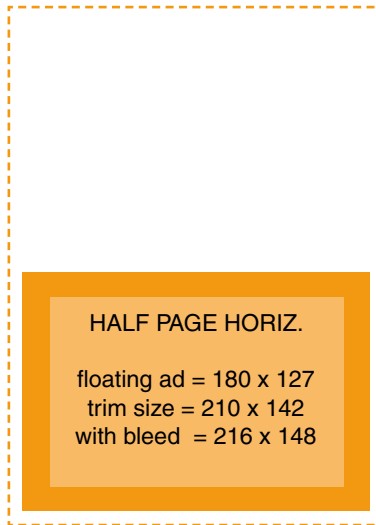
For further information please email: annette@elitepublishing.com.au

MAGAZINE AD SIZES



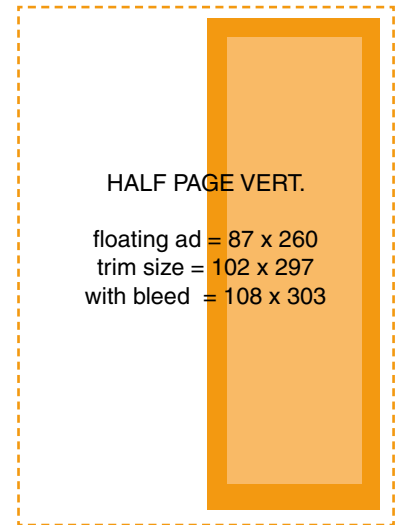
FULL PAGE AD

floating ad = 180 x 267
 trim size = 210 x 297
 with bleed = 216 x 303



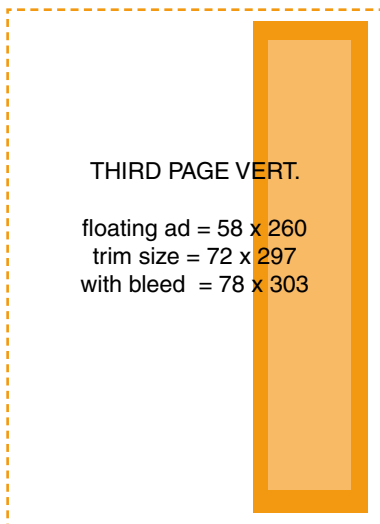
HALF PAGE HORIZ.

floating ad = 180 x 127
 trim size = 210 x 142
 with bleed = 216 x 148



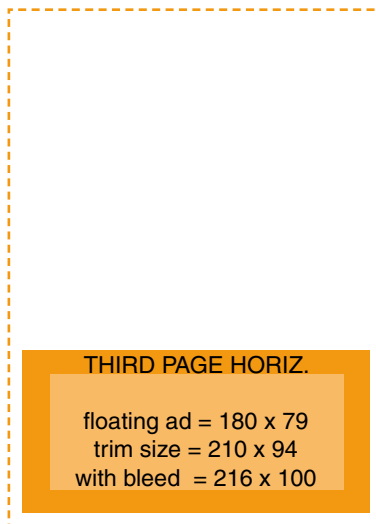
HALF PAGE VERT.

floating ad = 87 x 260
 trim size = 102 x 297
 with bleed = 108 x 303



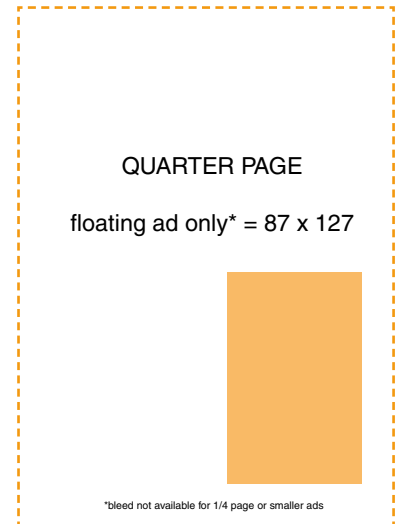
THIRD PAGE VERT.

floating ad = 58 x 260
 trim size = 72 x 297
 with bleed = 78 x 303



THIRD PAGE HORIZ.

floating ad = 180 x 79
 trim size = 210 x 94
 with bleed = 216 x 100



QUARTER PAGE

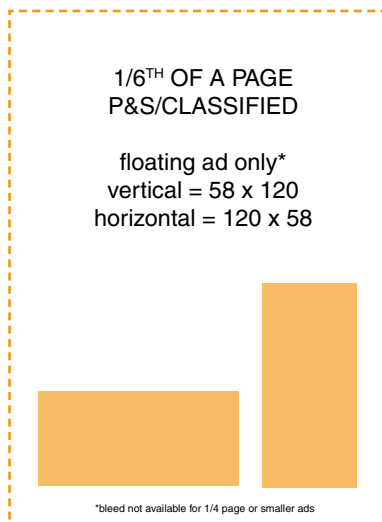
floating ad only* = 87 x 127

*bleed not available for 1/4 page or smaller ads

★ PLEASE NOTE:

- ALL MEASUREMENTS ARE IN MM;
- THE TYPE SAFE AREA IS (AT LEAST) 5MM INSIDE THE TRIM SIZE FOR ANY SIZE AD;
- ADS CAN EITHER BE SUPPLIED AS FLOATING (SIT INSIDE THE PAGE) OR WITH BLEED (EXTEND TO THE EDGE OF THE PAGE) UNLESS IT IS A QUARTER PAGE OR SMALLER. WE WILL HAPPILY ACCEPT EITHER, AS LONG AS IT MEETS OUR SPECIFICATIONS.

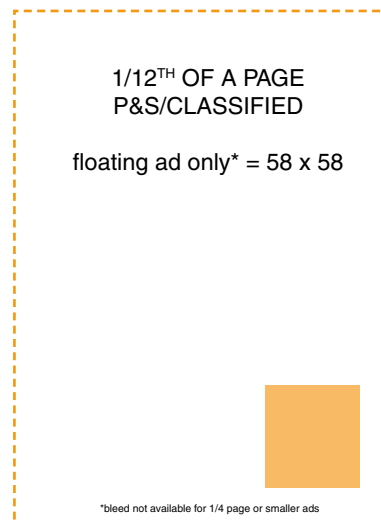
CLASSIFIEDS AND PRODUCT & SERVICES ADS



1/6TH OF A PAGE P&S/CLASSIFIED

floating ad only*
 vertical = 58 x 120
 horizontal = 120 x 58

*bleed not available for 1/4 page or smaller ads



1/12TH OF A PAGE P&S/CLASSIFIED

floating ad only* = 58 x 58

*bleed not available for 1/4 page or smaller ads