



## Material and disk specifications

### WE ONLY ACCEPT DIGITAL, PROFESSIONAL STANDARD FILES IN MACINTOSH FORMAT

Advertisements should be supplied digitally on disk to industry standards in Macintosh format, which your professional advertising agency/design studio or graphic artist would implement for you.

- **Please note that we will not accept material output as film**

### ADVERTISEMENT SIZES

Size of ad	Depth	Width	Size of ad	Depth	Width
2 page trimmed	297mm	420mm	Half page	Vertical	260mm
Two page bleed	as above but allow 3mm bleed each side			Horizontal	127mm
Full page trimmed (A4)	297mm	210mm	One third page	Vertical	260mm
Full page bleed	as above but allow 3mm bleed each side			Horizontal	79mm
Full page copy size	277mm	190mm	Quarter Page	Vertical	127mm
			Sixth of a page		127mm
			P&S large unit	Horizontal	56mm
				Vertical	115mm
			P&S small unit		56mm
					41mm

#### WHAT YOU NEED TO SUPPLY US TO ENSURE WE CAN PRODUCE YOUR JOB

- A digital, professional standard file in macintosh format
- A copy of all fonts used on all your documents – (Both screen & printer fonts)
- A digital proof. We take no responsibility for final color output if a color accurate proof is not provided. This type of proof is vital so that both the printer and our company can check for color accuracy and discrepancy's.

#### PROGRAMS

Files can be supplied which have been created in the following programs: QuarkXpress, Adobe Illustrator, Adobe Photoshop, Freehand, InDesign.

#### PROGRAM SPECIFICS

- QuarkXpress:** When supplying 4-colour files on disk please ensure you are working in **CMYK** mode.
- Illustrator:** If you don't outline fonts please **supply** a copy of the fonts that have been used in the document. Please supply the original Illustrator file **and** the Illustrator **EPS** file.
- Freehand:** As Freehand cannot open its own EPS files, please supply the original Freehand file **and** the **EPS** file.
- Photoshop:** Ensure the files are in bitmap, greyscale or CMYK, **not** RGB.
- InDesign:** When supplying 4-colour files on disk please ensure you are working in **CMYK** mode.

#### WE DO NOT ACCEPT

Coreldraw, Microsoft Publisher and any other program not listed above.

#### COLOUR WORK

All colours created in Four-Colour documents must be made up of process colours (ie: cyan, magenta, yellow and black). This also applies to graphics.

#### SUPPLYING PDF'S

PDF's may be email to [annette@elitepublishing.com.au](mailto:annette@elitepublishing.com.au). Please ensure the advertisement has:

- Bleed (3mm) and registration marks.
- Resolution setting of 2400dpi
- Frequency setting of 150lpi
- Separates into CMYK

#### HOW TO SUPPLY ARTWORK

You can supply your documents on floppy disk, CD, zip disks or email: [annette@elitepublishing.com.au](mailto:annette@elitepublishing.com.au)

#### PC/OTHER FORMAT

If you do have a PC file or other format please contact Annette Epifanidis on +61 3 9844 1728 to discuss it further.

#### QUESTIONS?

If you need any further information please contact Annette Epifanidis on +61 3 9844 1728 or email: [annette@elitepublishing.com.au](mailto:annette@elitepublishing.com.au)