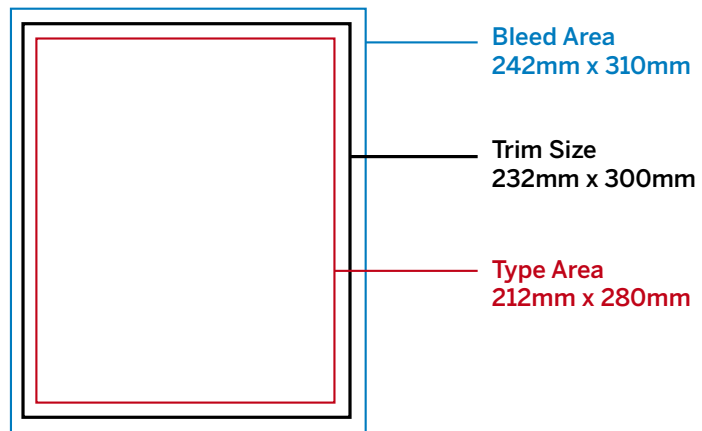


## MAGAZINE SPECIFICATIONS

We accept ads via the following:  
Quickcut, Websend, Email\*

Technical Specifications:  
Printed Digitally in 4 process colours,  
perfect bound.

Supplied Advertising Contact:  
Elissa Lawrence  
Advertising Co-Ordinator  
Tel: 02 8305 6913  
Email: elissa@derwenthoward.com.au



## AD SIZE SPECIFICATIONS (All measurements are width x depth)

	Trim Size (mm)	Bleed (mm)	Type Area (mm)
<b>Double Page Spread</b>	464 (W) x 300 (D)	474 (W) x 310 (D)	449 (W) x 280 (D)
<b>Full Page</b>	232 (W) x 300 (D)	242 (W) x 310 (D)	212 (W) x 280 (D)
<b>Half Page Horizontal</b>	232 (W) x 150 (D)	242 (W) x 160 (D)	212 (W) x 130 (D)
<b>Half Page Vertical</b>	116 (W) x 300 (D)	126 (W) x 310 (D)	96 (W) x 280 (D)
<b>Third Page Horizontal</b>	232 (W) x 100 (D)	242 (W) x 110 (D)	212 (W) x 80 (D)
<b>Third Page Vertical</b>	77 (W) x 300 (D)	87 (W) x 310 (D)	57 (W) x 280 (D)
<b>Quarter Page Strip</b>	232 (W) x 75 (D)	242 (W) x 85 (D)	212 (W) x 55 (D)
<b>Quarter Page</b>	116 (W) x 150 (D)	126 (W) x 160 (D)	96 (W) x 130 (D)

### PAGE REQUIREMENTS:

- Full page ADS must be supplied in Hi-res PDF format.
- Half & strip ADS must be supplied as Hi-res PDF/TIFF/EPS file.
- When sending a DPS (Double Page Spread) Ad, the file should be created as 2 single pages (NOT a double page spread)

Distiller job options (DerwentHoward.joboptions) can be provided upon request.

### FILE FORMAT:

- Please note that PDFs must include bleed.
- Attached are instructions and settings on creating a PDF file from Indesign/Quark/Acrobat, required by our printer for print purposes.
- PDFs also need to be supplied with a paper width that is the page width + 30mm to show for Crop/Registration marks
- Please note that ALL Artwork must be supplied with a hi-res colour proof with registration marks at 100%.

### REQUIREMENTS:

- Image resolution required is 300 dpi and saved as CMYK or Grayscale (not RGB).
- Images with clipping paths must be saved as EPS, not TIFF

- JPEG or PICT formats are not acceptable.
- When saving Photoshop images, delete any extra channels, rasterize text layers and flatten the image.
- Ensure TIFF picture boxes are coloured white, except where using deep-etched images when the box must have a 'none' background.
- Images should not be rotated within picture boxes although picture boxes may be rotated. Do not rotate less than 1 degree.
- All colours (including Pantone) must be set to CMYK.
- All Spot colours must be unchecked in Quark/Indesign/Acrobat.
- Remove any colours that are not used to produce the final artwork.
- All required trapping to be included and please do not use Quark/Indesign extensions.
- Remove any elements on the pasteboard.
- Remove any elements that are obscured by other items.
- Check files linked to your document and delete any elements not destined to print.
- Avoid running type across the gutter on Double Page Spreads.
- A colour proof with registration marks at 100% must be supplied.

\* Please note: Quickcut checks that the files sent to us are to our correct specifications. However email does not, therefore Derwent Howard cannot take responsibility for any files sent via email that may print incorrectly.