

Material Requirements

1 SIZE 6 COLS COL-WIDTH 39mm GUTTER 4mm

Refer to this table and section 6 below for example advert sizes.

Description	Height	Width	Size
A Full Page	400mm	6col (254mm)	240 col-cm
B ½ Page Horizontal	200mm	6col (254mm)	120 col-cm
C ½ Page Vertical	400mm	3col (125mm)	120 col-cm
D Pony	264.5mm	4col (168mm)	105 col-cm
E ¼ Page Horizontal	100mm	6col (254mm)	60 col-cm
F ¼ Page Vertical	200mm	3col (125mm)	60 col-cm
G 1/8 Page Horizontal	100mm	3col (125mm)	30 col-cm
H 1/8 Page Vertical	140mm	2col (82mm)	28 col-cm
I Full Page Vertical Strip	400mm	2col (82mm)	80 col-cm
J Other Sizes	140mm	4col (168mm)	56 col-cm
K	100mm	2col (82mm)	20 col-cm
L	100mm	1col (39mm)	10 col-cm

2 RESOLUTION 300dpi

The target output for artwork including raster images (JPG or TIF) should be 300dpi.

3 FONTS EMBED, CONVERT TO CURVES or RASTERISE

Fonts used in your artwork must be embedded in the document (default behaviour for PDF or EPS), converted to outlines (vectors), or rasterised to a JPEG or TIFF.

4 FILE FORMAT PDF, JPEG, TIFF or EPS



We accept artwork in the 'camera ready' formats above, preferably created using industry standard design software such as Adobe InDesign, Adobe Illustrator, Page-Maker, CorelDraw or QuarkExpress.

PDFs created using other software (such as Microsoft Word or Publisher) may be inadequate. No margins or printing marks (crop, bleed, registration) are required. JPG images must be of a suitable quality (compression setting of 8 or higher).

5 COLOUR SETUP GRAYSCALE OR SPOT COLOUR

We **do not** print in full colour (CMYK), so artwork should be provided as grayscale, or with spot colour.

Spot colour adverts must be confirmed and ready 2 days prior to insertion for colours we stock, and at least **one week prior** if we will be required to source an ink. The Pantone Matching System (PMS) number should be provided in such cases.

Spot colour artwork should be provided as a single file (usually PDF) in which all spot colours are correctly defined.



6 EXAMPLE ADVERT SIZES (EACH CELL REPRESENTS 1 COLUMN-CM)

A FULLPAGEVERT 40cm x 6col (25.6cm)	C HALFPAGEVERTICAL 40cm x 3 col (12.6cm)		
	D PONYADVERT 40cm x 4col (25.6cm)		
B HALFPAGEHORIZONTAL 20cm x 6col (25.6cm)	F QUARTERPAGEVERTICAL 20cm x 6col (25.6cm)		
E QUARTERPAGEHORIZONTAL 10cm x 6col (25.6cm)			

G 1/8PAGEHORIZONTAL 10cm x 3col (12.6cm)	L 10cm x 1col (3.93cm)	I FULLPAGESTRIP 40cm x 2 col (8.26cm)
H 1/8PAGEVERTICAL 14cm x 2col (8.26cm)	K 10cm x 2col (8.26cm)	
J 14cm x 4col (16.9cm)		