



**Adbourne**  
PUBLISHING

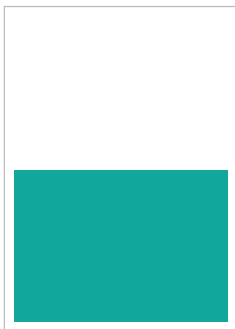
## ADVERTISING MATERIAL SPECIFICATIONS



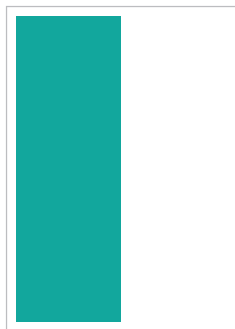
**Double Page Spread**  
Type area: 270 mm(h) x 396 mm(w)  
Trim: 297 mm(h) x 420 mm(w)  
(add 3 mm bleed to trim)



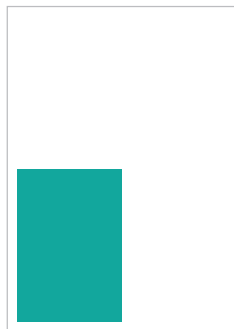
**Full Page**  
Type area: 270 mm(h) x 185 mm(w)  
Trim: 297 mm(h) x 210 mm(w)  
(add 3 mm bleed to trim)



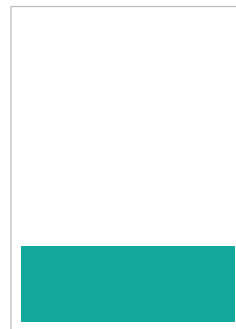
**1/2 page horizontal**  
130 mm(h) x 185 mm(w)



**1/2 page vertical**  
270 mm(h) x 90 mm(w)



**1/4 page vertical**  
130 mm(h) x 90 mm(w)



**1/4 page horizontal**  
185 mm(h) x 65 mm(w)

### Supplied Artwork

Suppliers of digital material are responsible for checking all files before sending.

- Format:** Macintosh  
(Press Quality PDF is Adbourne's preferred file type)
- Hardware:** Mac-compatible CD or DVD
- Software:** Adobe Creative Suite 3, Acrobat Professional  
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- Fonts:** All fonts must be embedded or supplied.  
Postscript or OpenType fonts only.
- Colour:** Text and images must be supplied CMYK or grayscale,  
no embedded colour profiles.
- Images:** ALL Illustrations, images and logos to be TIFF or EPS  
JPGs will only be accepted subject to quality
- Resolution:** 300dpi or better at 100% finished size
- Email limit:** 10 MB

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### Ads to be produced by Adbourne

#### Please note the following:

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- Any images, illustrations or logos to be quality image files as per specs above, or please supply brochures etc, which we can scan from.

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- If you have a layout in mind, email or fax a rough copy.
- Supply your material as soon as possible after receiving your confirmation, so we can produce your ad and send a proof for your approval.

For further information, please contact the Production Department on **(03) 9758 1436** or email your queries to **production@adbourne.com**