

# THE AUSTRALIAN BUSINESS MAGAZINE the deal

## Technical Specifications for Digital Ad Material

### Layout Considerations

Only headlines and baselines of very large type should be run across the gutter of a double page spread. Important live images and product shots should always clear the spine. Where possible type should be kept within the bounds of the type area parameters of the magazines. Very small type, keylines of no less than 0.25pt and small design elements should be reproduced in one ink colour only to avoid registration problems.

### Image Preparation and Tone Density

Printed heat set web offset in four process colours at 150 lines per inch. Images should be 300dpi and all linework 1200dpi. Ink coverage total sum density must not exceed 300%. Dot gain compensation should be built into image separations of 20%. When using solid black backgrounds a 40%-50% Cyan stipple is recommended to reinforce solid black print result. Reversed out type should be no less than 9pt and fine serifs should be avoided.

### Page Specifications

Page Dimensions	Trim Size Depth x Width (mm)	Bleed Depth x Width (mm)	Type Area Depth x Width (mm)
Double Page Spread	275 x 470	285 x 480	255 x 450
Full Page	275 x 235	285 x 225	255 x 215
Half Page Spread	135 x 470	145 x 480	115 x 450
Half Page Horizontal	135 x 235	145 x 280	115 x 215
Half Page Vertical	275 x 115	285 x 125	255 x 95
Third Page Vertical	275 x 75	285 x 85	255 x 55
Quarter Page	135 x 115	145 x 125	115 x 95

Note: Bleed is 5mm. Type area parameters are 10mm within trim size. Production can supply diagrams on request.

### File Delivery and Proofing Requirements

Digital ad material will only be accepted in PDFv 1.4 format via the Quickcut delivery system or Websend. This ensures files are created using the guidelines set out by the 3DAPv2 committee, now the industry standard for digital file production. A digital proof must be supplied for all ad material to ensure the accuracy of content and reproduction of your ad. News Magazines will only take responsibility for accurate colour reproduction when a 3DAPv2 certified contract proof is supplied.

Digital proof to be sent to: Advertising Magazine Production, Level 4, 61-81 Kippax Street, Surry Hills, NSW, 2010, Australia.

### Quality Control

News Limited is committed to producing magazines of the highest calibre. Our expert team will ensure that your ad is reproduced as intended. It is your responsibility to supply material according to these guidelines and formats.

Every ad received will be flight checked by our production team, colour checked by our pre-press team and proofed. If we think the supplied ad will not reproduce to expectations of the supplied client proof, the client will be notified.

### Contact Us

For more information or advice on specifications and file delivery, please call Mark Soulie - 02 9288 3735

Quickcut Digital Ad Delivery System - 1300 768 988 - [www.quickcut.com.au](http://www.quickcut.com.au)

Websend - 1300 79 89 49 - [www.websend.com.au](http://www.websend.com.au)

Ad Sales contact, please call Anthony Cowie 02 9288 3751 or via email: [cowiea@theaustralian.com.au](mailto:cowiea@theaustralian.com.au)