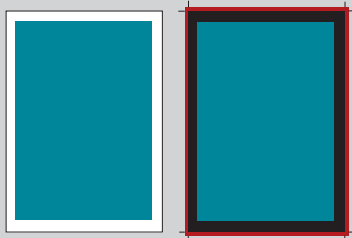


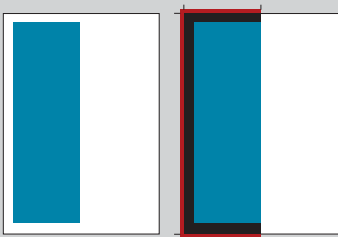
Advertisement Specifications



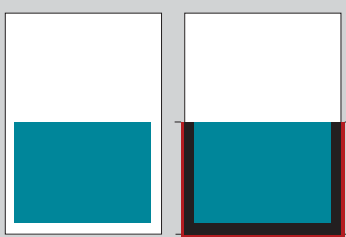
FULL PAGE

These images are not necessarily to scale.

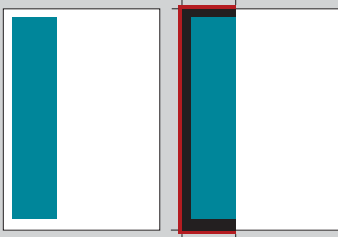
JPEGs of all templates can be supplied upon request. Contact Linda Gunek, ABHR Publication Production Manager on +61 2 8834 5135.



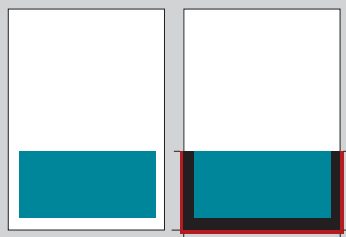
HALF PAGE VERTICAL



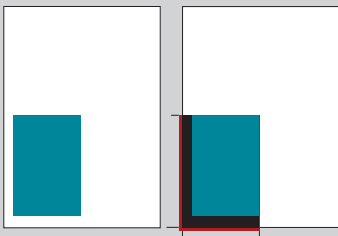
HALF PAGE HORIZONTAL



1/3 PAGE VERTICAL



1/3 PAGE HORIZONTAL



1/4 PAGE NORMAL



1/4 PAGE HORIZONTAL



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Advertisement Dimensions

FULL PAGE

Image Area: 270 x 184
Trimmed to: 297 x 210
Bleed: 307 x 220

**All dimensions are
Height x Width
in mm**

1/2 PAGE HORIZONTAL

Image Area: 135 x 184
Trimmed to: 151 x 210
Bleed: 156 x 220

1/2 PAGE VERTICAL

Image Area: 270 x 90
Trimmed to: 297 x 103.5
Bleed: 307 x 108.5

1/3 PAGE HORIZONTAL

Image Area: 90 x 184
Trim Area: 106 x 210
Bleed: 111 x 220

1/3 PAGE VERTICAL

Image Area: 270 x 90
Trim Area: 297 x 72
Bleed: 307 x 77

1/4 PAGE NORMAL

Image Area: 135 x 90
Trim Area: 150.75 x 103.5
Bleed: 155.75 x 108.5

1/4 PAGE HORIZONTAL

Image Area: 60 x 184
Trim Area: 76 x 210
Bleed: 81 x 220

Material Specifications

FILE DELIVERY CDs, DVDs, Thumb Drives, Email (up to 8Mb only) or YouSendIt. An FTP upload service also available - contact Peter Delbridge for details.

PREFERRED FILE FORMATS Adobe PRESS QUALITY PDFs or 300dpi JPEG. Please prepare all PDFs using the Press Quality setting in InDesign or Quark software packages. Before PDF creation, all colours are to be converted to CMYK and all fonts converted to outlines.

OTHER ACCEPTABLE FILE FORMATS InDesign, Photoshop, Illustrator, QuarkXpress. Please ensure all fonts and images are sent with the file in a separate "Links" folder and all images are CMYK. Spot colours are not accepted. ILLUSTRATOR MUST HAVE ALL FONTS CONVERTED TO OUTLINES/PATHS. We do not accept Microsoft Word, Powerpoint, Publisher, or any other Microsoft software files.

COLOURS Please ensure that all spot and Pantone colours are converted to CMYK before creating press quality PDFs or before finalising raw files. Ensure that all black text is set to 100% black only rather than set in CMYK with values for each.

IMAGES Should be a minimum of 240dpi at 100% scaling required in CMYK mode. Vector (line art) images should be a minimum of 800dpi, also in CMYK. Image file formats should be jpeg, tiff, ai or composite eps and should not be compressed. ICC profiles are NOT accepted and are not to be saved with images. Ensure Profiles are unchecked when saving images in Photoshop. No responsibility will be accepted for image quality if images are supplied with resolutions differing from those specified in this document.

FONTS We accept both Postscript and TrueType fonts. When packaging or collecting files for output, include printer and screen fonts. PDF files should have all fonts embedded. Fonts should not be stylised.

BLEED If bleed is required, please ensure 5mm bleed is applied all round and that required text and images are wholly within the Image Areas specified above. Crop marks for bleed ads only should be offset at a minimum of 3mm.

PROOFS A colour proof should be supplied with all ads. We will not accept responsibility for the printed result if a proof has not been supplied.

CONTACT Informa Publishing for questions or additional information: peter.delbridge@informa.com.au or telephone +61 2 9080 4478.



Setting up your Ad

The following diagrams will help you to visualise your advertisement with and without bleed.

Definitions

Image Area - this is the area guaranteed not to be trimmed during print production. All text and any images that you do not want cropped in any way should appear in the Image Area only.

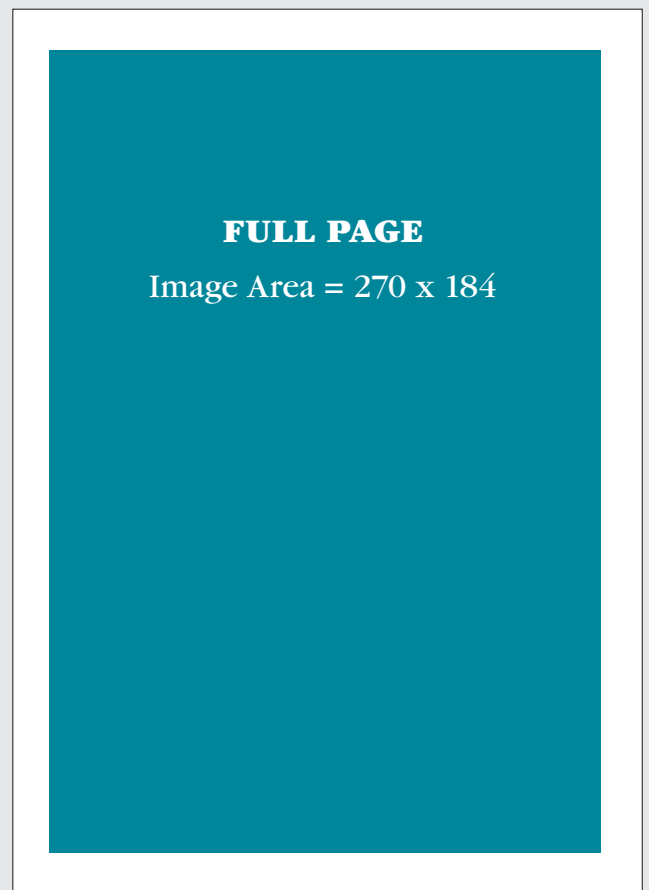
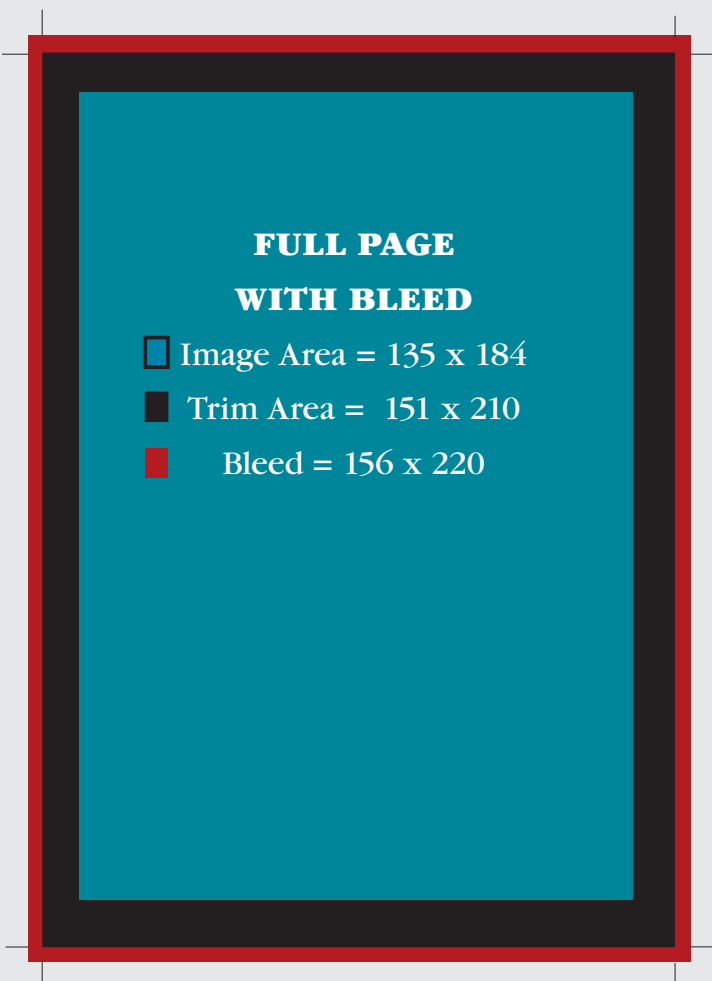
Trim Area - these dimensions correspond with the page dimensions. If you want a bleed ad, some of the image (up to 5mm) appearing within the Trim Area may be trimmed during magazine print production. If you're not prepared to lose some of your image or text in this area - don't set it in the Trim Area.

Bleed Area - this is an extra amount of printed image which extends beyond the trimmed edges of the page. This area will be trimmed off altogether during print production but is required when setting bleed ads to allow for any misalignment during the trimming process.

Are you having trouble setting up your advertisement?

Press resolution jpegs of templates can be supplied if required. Contact Linda Gunek, ABHR Publication Production Manager on 02 8824 5135 to obtain a suitable InDesign template.

Full Page ads



1/2 Page ads

LEFT OR RIGHT HAND PAGE

1/2 PAGE HORIZONTAL

Image Area = 135 x 184



LEFT OR RIGHT HAND PAGE

1/2 PAGE HORIZONTAL

WITH BLEED

■ Image Area = 135 x 184

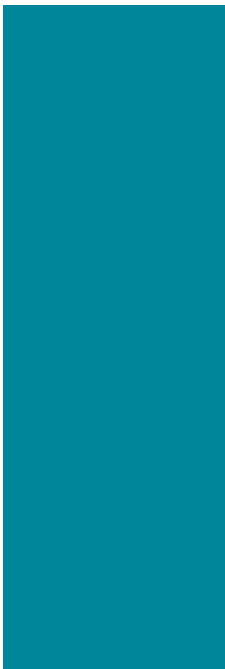
■ Trim Area = 151 x 210

■ Bleed = 156 x 220



**1/2 Pg
Vertical**

■ Image area
270 x 90

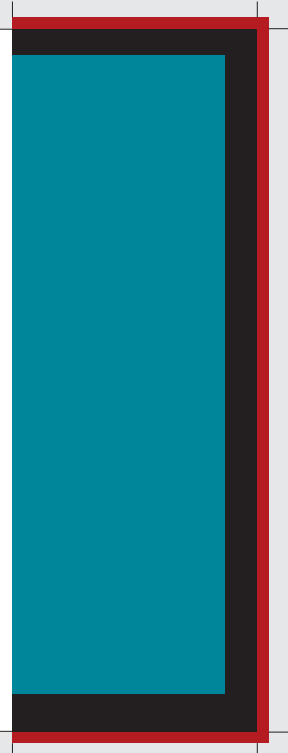


1/2 Pg Vertical + Bleed

■ Image area 270 x 90

■ Trim 297 x 103.5

■ Bleed 307 x 108.5



1/3 Page ads

LEFT OR RIGHT HAND PAGE
1/3 PAGE HORIZONTAL

■ Image Area = 90 x 184



LEFT OR RIGHT HAND PAGE
**1/3 PAGE HORIZONTAL
WITH BLEED**

■ Image Area = 90 x 184

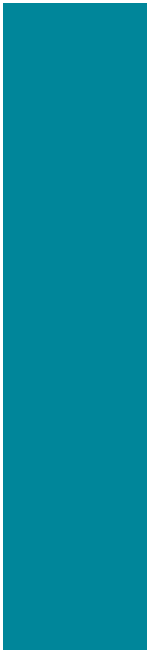
■ Trim Area = 106 x 210

■ Bleed = 111 x 220



1/3 Pg Vertical

■ Image area 270 x 60

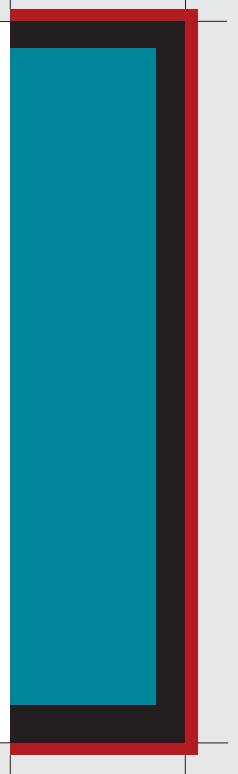
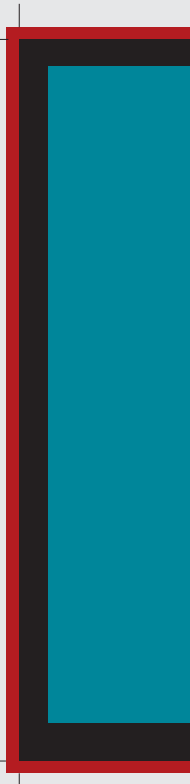


**1/3 Pg Vertical
+ Bleed**

■ Image area 270 x 60

■ Trim 297 x 72

■ Bleed 307 x 77



1/4 Page ads

LEFT OR RIGHT HAND PAGE
1/4 PAGE HORIZONTAL

■ Image Area = 60 x 184



LEFT OR RIGHT HAND PAGE
**1/4 PAGE HORIZONTAL
WITH BLEED**

■ Image Area = 60 x 184

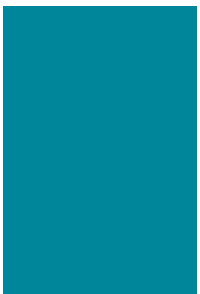
■ Trim Area = 76 x 210

■ Bleed = 81 x 220



1/4 PAGE NORMAL

Image 135 x 90mm



1/4 PAGE NORMAL

+ Bleed

■ Image 135 x 90mm

■ Trim 150.75 x 103.5mm

■ Bleed 155.75 x 108.5mm

