

## Advertising Material

### Unit sizes

Material size	Depth (mm)	Width (mm)
Double-page spread <sup>1</sup> , double-page image <sup>2</sup>		
Trim size	292	450
Bleed size <sup>3</sup>	302	460
Type area <sup>4</sup>	262	420
Full page		
Trim size	292	225
Bleed size <sup>3</sup>	302	235
Type area <sup>4</sup>	262	195
Half-page horizontal	127	193
Half-page vertical	263	92
Quarter page	127	92

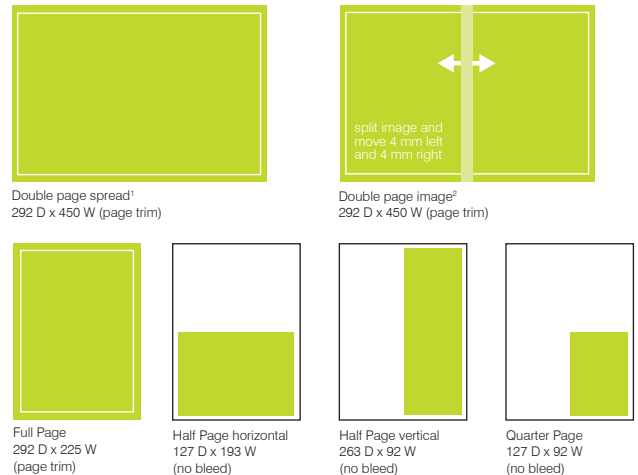
1. For material in PDF format, supply as two separate pages. **DO NOT** supply as a single spread.
2. For images spanning a double-page spread, the image should be split and moved 4 mm toward the outer edge of the page to allow for gutter loss.
3. Includes 5 mm bleed to all edges.
4. Allows 15 mm margin on all edges.

### Printing specifications and binding

Screen ruling	175 lpi
Colours	CMYK, grayscale
Binding	Burst bound

### Display advertising

<b>System</b>	Macintosh digital.
<b>Format</b>	High resolution Adobe Acrobat PDF. When creating high-resolution PDFs, please ensure: <ul style="list-style-type: none"> <li>• all fonts are embedded.</li> <li>• images are CMYK and at least 300 dpi.</li> <li>• black areas are set to overprint.</li> <li>• bleed and trim marks are included.</li> </ul>
<b>Fonts</b>	Only PostScript fonts will be accepted. All fonts (printer fonts and screen fonts) must be embedded, including fonts in EPS files.
<b>Colour</b>	All colours, including those used in images and EPS files, must be four colour process CMYK or grayscale. No RGB or other colour formats. No embedded colour profiles. No spot colours.
<b>Bleed</b>	Where required, bleed should be at least 3 mm; 5 mm is recommended.
<b>Registration marks</b>	Offset all registration marks by at least 3 mm; 5 mm is recommended, so they clear the bleed.
<b>Double-page spreads</b>	Supply PDF's for double-page spreads as two single pages, NOT AS A SPREAD. For images spanning a double-page spread, the image should be split at the gutter and moved 4 mm toward the outer edge of each page to allow for gutter loss (i.e. 4 mm of double imaging).
<b>Checking files</b>	Suppliers of digital material are responsible for checking that all files are complete and correct before sending. Any work required to update files or process noncompliant material may incur a charge (minimum charge \$200).
<b>Proof</b>	Proofs are accepted for content layout only.



### Images and line art

Images and logos must be best quality JPEG, TIFF or EPS, saved as CMYK or grayscale. Images must be high resolution 300 dpi or better at 100% scaling (the final size at which they will be used) or equivalent.  
Line art must be 1200 dpi at 100% scaling.

### Sending material

**Medium** Macintosh compatible CD, DVD.  
Email up to 5Mb.  
You Sendit or similar.  
Quickcut.  
FTP by arrangement – contact our Production department.

**Important** It is essential to indicate which magazine the material is for and the issue date.

### Production enquiries

Architecture Media Pty Ltd  
Level 6, 163 Eastern Road, South Melbourne Vic 3205  
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### Advertising enquiries

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