# **SIZES** and MECHANICAL DATA



# Sizes – TWR Publications

SIZE	HEIGHT	WIDTH
Full Page (Type/Design Area)	293mm	261mm
Full Page (Trim Size)	310mm	275mm
Full Page (Bleed)	320mm	285mm
Half Page Horizontal	145mm	261mm
Quarter page Horizontal <sup>[1]</sup>	71mm	261mm
Quarter Page Block <sup>[2]</sup>	145mm	129mm
Eighth Page <sup>[1]</sup>	71mm	129mm
Double Page Spread	293mm	536mm
Double Page Spread Bleed	320mm	560mm
Half Page Horizontal Spread	145mm	536mm

Note: Full page file should be set up as **Full Page (Trim) 310mm x 275mm** with 5mm bleed each side - **Full Page (Bleed) 320mm x 285mm** - with a top and bottom margin of 8.5mm and a inside and outside margin of 7mm which makes up the **Full Page (Type/Design Area) 293mm x 261mm**. Final artwork should be supplied at Full Page (Bleed) dimensions.

1. Not available in TWR Stonnington & Boroondara

2. Availble in all publications except in TWR Stonnington & Boroondara where it is only available in Real Estate

# ARTWORK

- PDF files only, preferably version 1.3 (Acrobat 4). Acrobat Distiller specs available on adcentre.com.au.
- All fonts must be embedded and subset. CID fonts are not accepted.
- All images must be CMYK. Please do not embed profiles.
- All transparencies must be flattened.
- Artwork not to spec will be rejected and requested to be resupplied.
- Full Page final artwork MUST contain all text and logos within the Safe Image Area (293mm high x 261mm wide).
- All material must be to exact size with no printer's marks and no extraneous white space around ad.

# **IMAGE FORMATS**

• TIFF or EPS format:

- Minimum image resolution required 200 dpi @ 100 line screen.
- Colour profile available from Production (see ENQUIRIES).
- Illustrations can be supplied as Illustrator, Illustrator EPS or PICT files.
- All bitmap (one bit image) files must be supplied at 600dpi minimum

# ELECTRONIC JOB DELIVERY

We accept material via:

- SENDlite domainvic.sendlite.com.au, phone 02 9818 1965
- Adstream PageStore or www.quicksend.com.au, phone 02 9818 7454
- Adsend www.adsend.com.au, phone 1300 366 156

#### COLOUR

- All publications are produced in CMYK. Please ensure all spot colours are converted to CMYK.
- Total Ink Weight Specifications Gloss: 300 Coldset (Newspaper): 230

Coluser (Newspaper): 230

#### **TYPEFACE GUIDELINES**

- Minimum size is 8pt, reverse and non single colour type minimum size is 10pt.
- All fonts supplied in vector art files must be converted to outlines.
- All type to be within Safe Image Area.

#### RESPONSIBILITY

The client assumes all responsibility for obtaining copyright clearance for all advertisement content when material is supplied. No responsibility can be taken for the omission of an advertisement due to a missed deadline or the supply of incorrect material. All advertisements requiring specialist colour matching must be supplied with a full size colour accurate proof or equivalent (eg: iris, etc.). Inkjet/laser/glossy prints are not acceptable and no responsibility for colour reproduction will be accepted if a full-size, colour-accurate proof is not supplied. **ADVERTISING** SIZES













