

MATERIAL SPECIFICATIONS

SIZES

SIZE	TRIM SIZE	TYPE/DESIGN AREA	BLEED
Double page spread	To be supplied as two single full pages		
Full page	270mm x 225mm wide	254mm x 209mm wide	276mm x 231mm wide
Half page vertical	270mm x 112mm wide	254mm x 96mm wide	276mm x 118mm wide
Half page horizontal	135mm x 225mm wide	119mm x 209mm wide	141mm x 231mm wide
Third page vertical	270mm x 75mm wide	254mm x 59mm wide	276mm x 81mm wide
OFC gatefold DPS*	270mm x 432mm wide	254mm x 416mm wide	276mm x 438mm wide
OFC gatefold flap	270mm x 210mm wide	254mm x 194mm wide	276mm x 216mm wide

Taste.com.au Magazine is a perfect bound publication.

The full right hand page of a OFC gatefold (first page of text) must be supplied with a 5mm white or back strip on the fore-edge. Please contact production prior to sending material to confirm which colour strip to supply. *DPS - double page spread.

ACCEPTABLE MEDIA

- NewsLifeMedia only accepts advertising material via Quickcut (Adstream/Digital Ads Int.) or Adsend, service providers for electronic delivery of digital files. For more information regarding Quickcut and Adsend contact:
Quickcut (Adstream): 02 9467 7500 (reception), 1300 768 988 (Australia only tech support) or visit www.quickcut.com.au
Quickcut (Digital Ads International): +61 2 9818 1965 or visit www.digitalads.com.au
Adsend: 03 8689 9000, 1300 798 949 (Aust only tech support) or visit www.adsend.com.au
- When supplying advertising material, please ensure that the on-sale date and magazine name are entered. This will assist in keeping track of your advertisement.
- Ensure that the order of consecutive advertisements and left/right hand pages on double page spreads are noted in the material instructions.
- Please contact production prior to sending revised files and when sending revised files add an 'R' at the end of the file name. If production have not been advised there is no guarantee that revised material will appear.

FILES

- NewsLifeMedia has adopted guidelines for 3DAPv3 separations profiles (3DAPv3_papertype-3_280.icc), a standard for proofing and printing.
- Acrobat Distiller 6 or above is preferred.
- Files to be created in PDF version 1.3 or 1.4.
- Files to be supplied as single pages.
- PDF files to be supplied in CMYK format. RGB or spot colour files will be rejected.

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IMAGES

- Images to be supplied in CMYK format. RGB or LAB files will be rejected.
- 4 colour black and white images should use a GCR separation profile.
- Images should be saved as PSD or composite EPS files and supplied at 100% scaling, 300dpi and using the 3DAPv3 appropriate separation profile (3DAPv3 separation profiles will set the correct CMYK separation and total ink limit).
- NewsLifeMedia will need to be notified if the resolution of an image is intentionally supplied lower than 300dpi.
- For more information regarding separation profiles, visit www.3dap.com.au

PAGE LAYOUT

- All advertising material to include a minimum of 3mm bleed (where required).
- Crop, bleed and registration marks plus page information to appear on all advertising material, offset by a minimum of 6mm.
- No text or important page content should appear within 10mm either side of the spine on double page spreads (total 20mm) due to this space being optically lost within the spine of the magazine. Using double imaging is at the discretion of the client/agency, as it is not ideal for all pages within the magazine. If specifications are required for double imaging, contact production prior to sending advertising material.
- Insure that all text and logos are supplied to the correct type/design area specifications (see sizes).

COLOUR/ TYPE/ LINES/ BORDERS

- The total ink limit is 280%. Registration colour in the swatches palette should never be used as it is made up of 100% of each colour.
- Solid black panels should be made up of rich black (100% black and 50% cyan).
- White elements to be set to knockout.
- All fonts must be embedded into the PDF file.
- Type is to be no smaller than 8 points.
- Reverse type to be no smaller than 10 points bold or made up of more than two colours.
- Black type smaller than 24 points to be made up of 100% black only and set to overprint.
- Black type larger than 24 points should be made up of rich black (100% black and 50% cyan).
- Coloured type with a black drop shadow should be set to knockout, otherwise the black drop shadow may overprint the coloured type.
- For white reverse type we recommend 12 points bold as the minimum size.
- White type to be set to knockout.
- Extremely thin and fine type, particularly type with serifs, should be avoided.
- Thin lines and box rules should be made up of one colour and a minimum thickness of 0.25mm is recommended.
- Due to the trim and binding variance, even distances from trim to borders may vary during the print run, therefore we recommended that solid borders to be supplied no thinner than 8mm and key lines to sit no less than 8mm in from the trim.

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COLOUR PROOFS

- NewsLifeMedia has adopted guidelines for ISO 12647-2 (3DAPv3), a standard for proofing and printing.
- For accurate colour reproduction, all advertising material must be accompanied by a 3DAPv3 proof created from the supplied file at 100%.
- In order to verify that a proof is in compliance with the 3DAPv3 proofing requirements, each proof must be supplied with the appropriate 3DAPv3 endorsed control strip printed next to the advertisement.
- No responsibility will be taken for print colour reproduction when a 3DAPv3 certified digital-approved proof is not supplied.
- For more information regarding 3DAPv3 proofing guidelines, visit www.3dap.com.au
- Advertising material supplied without a proof may be proofed by NewsLifeMedia at the advertiser's expense. This proof will be supplied to our printers only.

PRODUCTION CONTACT

Brad Stewart

Email: brad.stewart@news.com.au

Tel. 02 8045 4962

NewsLifeMedia - Level 2 Production

Loading Dock, 61 Kippax Street, Surry Hills NSW 2010

DISCLAIMER

- While NewsLifeMedia is committed to producing magazines of the highest calibre and will ensure advertising material is reproduced as intended, the responsibility is firmly with the client/agency to supply advertising material according to our specifications. No responsibility will be taken if advertising material is not supplied according to NewsLifeMedia specifications.
- NewsLifeMedia cannot accept requests to modify supplied advertising material.
- Advertising material will be archived for three issues and advertising related correspondence ie: MI's, emails confirming repeats etc will be archived for six months.
- Advertising material must be delivered on time so that quality checking procedures can take place.
- NewsLifeMedia reserves the right to refuse any advertising material.