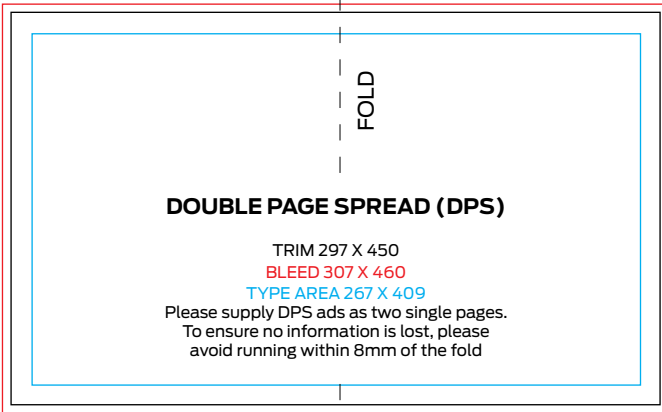
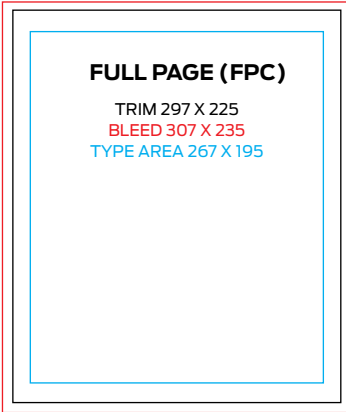
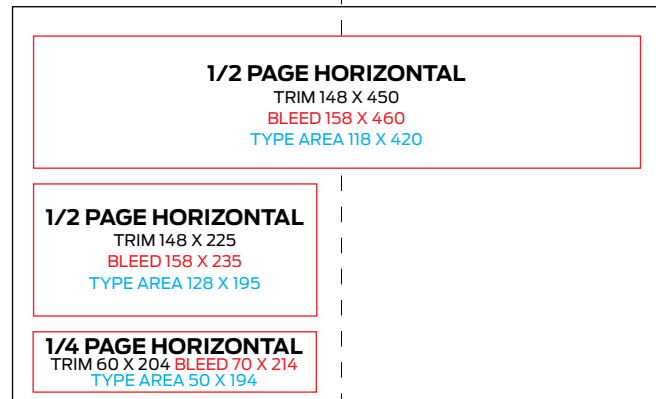


## DISPLAY ADVERTISING



## DISPLAY ADVERTISING - BROKEN SPACE



All fractional ads are floated.

## SPECIFICATIONS

### PDFs

- Please supply PDF files to the PDF/X-3 standard.
  - Resolution is 300 dpi.
  - All fonts must be embedded in the PDF.
- Fonts must be active on your system at the time of pdf creation.

### Image specifications

- Image resolution is 300dpi. All colours must be set to CMYK.
- Do not enlarge images more than 25%
- Check all linked images are updated.

### Document specifications

- Digital files must be prepared to the correct final size - check that type, trim and bleed areas are correct.
- Ensure all live elements you wish to print are kept within the type area.
- Bleed - provide 5mm of bleed where bleed is required. Check that crop marks are visible.

### Colour specifications

- All colours to be set to CMYK – no RGB.
- For a rich solid black use 100% Black plus 40% Cyan. Never use 100% of all four colours.
- Total sum density (total ink weight) to fall between 280% & 300%.
- Convert all spot colours to CMYK.
- Black text level type should be 100% black only.

### Fonts

- nextmedia supports Open type fonts and PC Postscript fonts only.

### Applications supported

- InDesign, Photoshop, Illustrator, Word docs, Text docs, PDF.

## DELIVERY OPTIONS

- Quickcut to nextmedia (preferable)
- Websend or Dropbox
- Hightail (previously YouSendIt) [www.hightail.com](http://www.hightail.com)

### EMAIL

We accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to [adops@nextmedia.com.au](mailto:adops@nextmedia.com.au)

### CONTACT US

Advertising Traffic Co-ordinator on (02) 9901 6100 or [adops@nextmedia.com.au](mailto:adops@nextmedia.com.au)