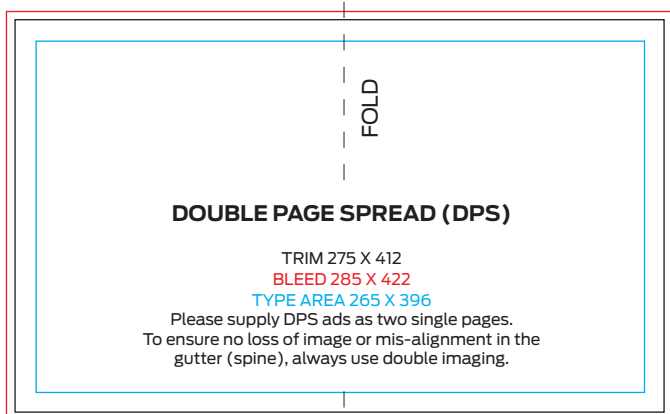
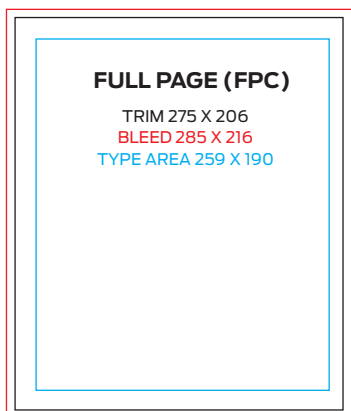
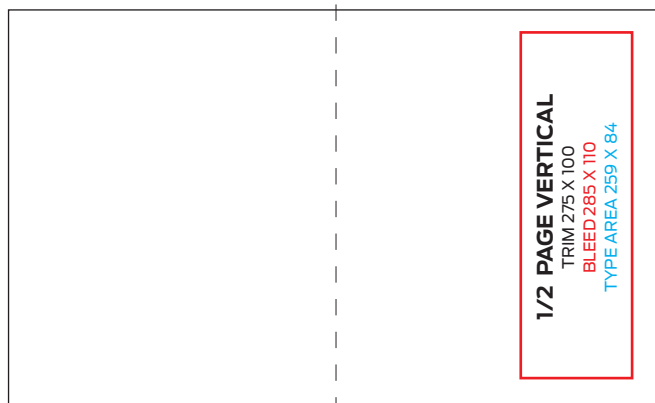


DISPLAY ADVERTISING

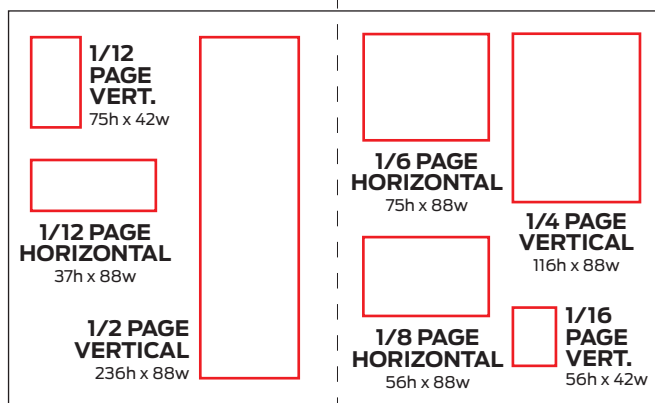


DISPLAY ADVERTISING - BROKEN SPACE



All fractional ads are floated.

DIRECTORIES



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.

Design specifications

- Please be aware that any supplied advertising material that's design is deemed too close to the appearance of an editorial page, will have an 'ADVERTISEMENT' header added in 10pt ITC Avant Garde Gothic Std Book. Nextmedia will then seek clients approval of this update or request the artwork be resupplied with an alternate design.
- When running an image across the gutter (spine) it is necessary to use double imaging in the spine to avoid loss and/or mis-alignment of the image. Before supplying your DPS please ask our Advertising Coordinator to supply our instruction sheet for Double Imaging in Perfect Bound magazines.

DELIVERY OPTIONS

- Quickcut to nextmedia (preferable)
- Websend or Dropbox
- Hightail (previously YouSendIt) 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

CONTACT US

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

INSTORE MENTION

