

DISPLAY ADVERTISING

FULL PAGE (FPC)

TRIM 210 X 275
BLEED 220 X 285
TYPE AREA 186 X 251

FULL PAGE (ICS)

TRIM 205 X 275
BLEED 215 X 285
TYPE AREA 181 X 251

DOUBLE PAGE SPREAD (DPS)

TRIM 420 X 275
BLEED 430 X 285
TYPE AREA 396 X 251

DOUBLE PAGE SPREAD (ICS)

TRIM 410 X 275
BLEED 420 X 285
TYPE AREA 386 X 251

Please supply DPS ads as two single pages.
To ensure no information is lost, please avoid running within 8mm of the fold

1/2 PAGE HORIZONTAL

TRIM 210 X 136
BLEED 220 X 146
TYPE AREA 186 X 112

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.
- Please supply the cover section pages (ICS) to the specs on the left. Note; they aren't as wide due to the binding

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.
- We print using Paper Type 4 profiles so please ensure your ink weight density total is 270%. If your pdf has ink weights over 270% you will need to resupply, as our printers don't accept this.

Colour specifications

- All colours to be set to CMYK - no RGB.
- For a rich solid black use 100% Black plus 40% Cyan.
- Convert all spot colours to CMYK.
- Black text level type should be 100% black only.

Fonts

- Open type fonts and PC Postscript fonts only.

Applications supported

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

DELIVERY OPTIONS

- Adsend or Quickcut is our preferred method for receiving your ad material and has become the industry standard for sending and receiving artwork. The Adsend service is available to you via <http://www.dubsat.com/adsend/> (note: small fees apply). They also have a handy help section if you get stuck <http://helpdesk.dubsat.com/#/adsend-au/dashboard> or call them on 1300 798 949 (+61 3 9690 2488 if you are outside of Australia).

EMAIL

We accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to lizzie@frankiepress.com.au

CONTACT US

Advertising Traffic Co-ordinator Lizzie Dynon
lizzie@frankiepress.com.au