

PRINTING MATERIAL

Electronic file on:
CD Rom



MAC Software:

- XPress 6 (or <)
- Adobe Acrobat 5
- Photoshop CS (or <)
- Illustrator CS (or <)

Printing process:


- 4 colour / CMYK (NO 3 colour images/ RGB)

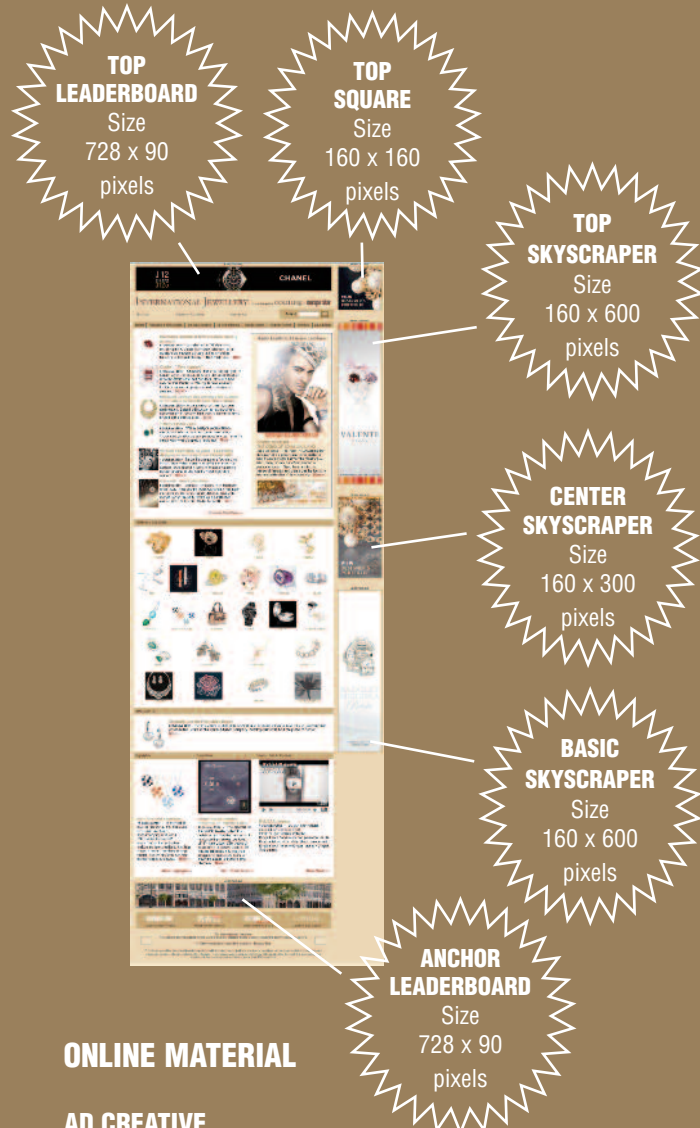
Illustrations:

- High resolution - Minimum 300 dpi
- The attachments of the illustrations, logos & fonts are absolutely necessary
- Illustrations/Ad: .tiff, .eps, .pdf (NO .jpg format)

Professional colour proofs:

- Digital Chromalin • Approval • Iris

 Proofs must be representative of the supplied file at actual size, and display a printer's colour control bar.



SIZES

Double page spread

- Bleed size¹: 416 x 271 mm
- Trim size: 410 x 265 mm

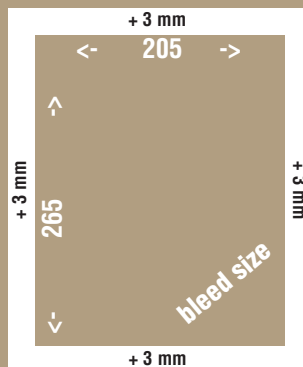


1/1 page

- Bleed size¹: 211 x 271 mm
- Trim size: 205 x 265 mm

1/2 page

- Vertical: 89 x 240 mm
- Horizontal: 183 x 118 mm



ONLINE MATERIAL

AD CREATIVE

- File size 10-30k depending on creative dimensions (12-bit preferred)
- File formats accepted: GIFs, animated GIFs, JPEG files, Flash
- No limit on looping, on animation
- No cookie or browser support
- Ads must be compatible with both PC and MAC operating systems
- Click-thrus are tracked only on GIF/JPEG ads or properly formatted Flash ads (see below)

FLASH SPECIFICATIONS

- A new window must open when the Flash ad is clicked on (target= _»blank» must be added to .FLA file)
- Click-thru URLs must be embedded in the original .FLA file
- Finalized .SWF file **must be received with alternate GIF or JPG file with click-thru URL**
- File must be compatible with Internet Explorer 5.x, 6.x Firefox and Safari
- Ads must display in Flash 5 or above

AD CREATIVE SUBMISSION

- Please submit creative at least 5 working days in advance of start date.

¹ Bleed sizes include 6 mm lost from the depth and width when the magazine is bound & trimmed (3mm on each 4 sides).