



DIGITAL MAGAZINE

Print material will be converted for AdNews iPad and Zinio editions, do not supply two files.

Ads can include multiple hotspots linking to websites, emails and videos.

Advise hotspot URL and location when supplying material. (For example: click-through to website, hotspot on company logo)

| ADVERTISING SPECIFICATIONS | | | |
|----------------------------|-----------|-----------|-----------|
| Size | Bleed | Trim | Type |
| Double page spread (DPS) | 450Wx307H | 440Wx297H | 415Wx252H |
| Full page colour (FPC) | 225Wx307H | 220Wx297H | 190Wx252H |

| FLOATING (no bleed required) | |
|------------------------------|-----------|
| Half Horizontal | 190Wx126H |
| Half Vertical | 92Wx252H |
| Third Horizontal | 90Wx84H |
| Third Vertical | 63Wx252H |
| Quarter Strip Horizontal | 190Wx65H |
| Eighth Strip Horizontal | 190Wx32H |

MATERIAL REQUIREMENTS

- Digital PDF files should be supplied electronically via Adstream or an alternative FTP provider.
- Material supplied on CD or DVD must be in Mac (OS X) format, as a Indesign document or as a high-res PDF.
- EPS files should be Illustrator CS5 or Photoshop CS5.
- PC files (including Excel, Word and Publisher) will be rejected.
- If supplying Indesign files, please ensure

all fonts, scans and EPS files are supplied with all colours created in CMYK. Files containing TrueType fonts will be rejected.

- AdNews will only be responsible for accurate colour reproduction of a digital file if a colour digital proof is supplied in accordance with 3DAP guidelines.
- Refer to www.3dap.com.au for details of approved systems. Special PMS colours can be printed with prior arrangement, an additional charge of \$800 per colour will apply.

DELIVERY

Deliver material to Lamya Sadi, Production/ Events Executive, AdNews, 17-21 Bellevue Street, Surry Hills NSW 2010.

PRODUCTION ENQUIRIES

Contact Lamya Sadi on (02) 9213 8290 or at lamyasadi@yaffa.com.au.

