

## Advertising Material Specifications

### Unit sizes

Material size	Depth (mm)	Width (mm)
Double-page spread <sup>1</sup>		
Trim size	292	450
Bleed size	302	460 (includes 5 mm bleed to all edges)
Type area	262	420 (allows 15 mm margin on all edges)

1. For material in PDF format, supply as two separate pages. DO NOT supply as a single spread.

### Double-page spread – half horizontal

Trim size	138	450
Bleed size	148	460 (includes 5 mm bleed to all edges)

### Full page

Trim size	292	225
Bleed size	302	235 (includes 5 mm bleed to all edges)
Type area	262	195 (allows 15 mm margin on all edges)

Half-page horizontal 127 193

Half-page vertical 263 92

Quarter page 127 92

### Printing specifications and binding

Screen ruling	175 lpi
Colours	CMYK, greyscale
Binding	Saddle stitched

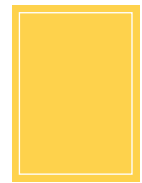
### Display advertising

Suppliers of digital material are responsible for checking that all files are complete and correct before sending. Any work required to update files or process non-compliant material will incur a charge – minimum charge \$200.

Format	Macintosh digital. We do not accept film or formats other than those listed below.
Hardware	Macintosh compatible CD or DVD.
Software	InDesign CS3, Quark Express 6, Photoshop CS3, Illustrator CS3, Adobe Acrobat PDF to our specifications. We do not accept other formats including PageMaker, Freehand, CorelDraw, Microsoft Word, Microsoft Powerpoint or Microsoft Publisher.
Fonts	All fonts, both printer fonts and screen fonts, must be embedded or supplied. Be sure you include fonts that have been used in EPS files. Only PostScript fonts will be accepted.
Colour	Text and images must be supplied CMYK or greyscale, not RGB or other colour formats. No embedded colour profiles. Spot colours must be converted to CMYK.
Proof	An accurate press-quality digital proof prepared from the files supplied must accompany the material. Proofs to be used for colour matching must be labelled as such. Other proofs are accepted for content layout only.
Images	All images and logos supplied must be TIFF or EPS files. JPEGs will only be accepted subject to quality and will be converted to TIFF and CMYK. Resolution 300 dpi or better at 100% scaling (the final size at which they will be used). Line art 1200 dpi at 100% scaling. If file needs transparency flattening when printing, it must be high resolution.
Bleed	Bleed should be at least 3 mm; 5 mm is recommended.
Registration marks	Offset all registration marks by at least 3 mm; 5 mm is recommended, so they clear the bleed.
Double-page spreads	Please supply the PDF as two single pages, NOT AS A SPREAD.
Supplying high-resolution PDF files	When creating high-resolution PDFs, please ensure: <ul style="list-style-type: none"> <li>• all fonts are embedded</li> <li>• images are CMYK and at least 300 dpi</li> <li>• black areas are set to overprint</li> <li>• bleed and trim marks are included</li> </ul>
Material instructions	A material instructions sheet listing client, supply date, magazine issue date, magazine/feature, key, file or production number(s) must accompany files and proof.
Email limit	8 Mb. Please contact Production to discuss FTP arrangements and other options for larger files.



Double-page spread<sup>1</sup>  
292 D x 450 W (page trim)



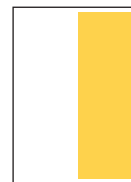
Full page  
292 D x 225 W (page trim)



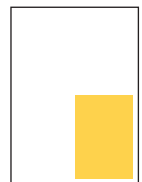
Double-page spread<sup>1</sup> – half horizontal  
138 D x 450 W (page trim)



Half-page horizontal  
127 D x 193 W  
(no bleed)



Half-page vertical  
263 D x 92 W  
(no bleed)



Quarter page  
127 D x 92 W  
(no bleed)

### Advertising enquiries

#### Vic, SA, Tas

Emma Inteman  
Sacha Summerfield  
Ph: +61 3 9646 4760  
Fax: +61 3 9646 4918

#### NSW, Qld, ACT, NT

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Lana Golubinsky  
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#### WA

Jamie O'Keeffe  
Ph: +61 8 9381 7766  
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### Material Enquiries

Architecture Media Pty Ltd  
Level 3, 4 Princes Street  
Port Melbourne Vic 3207  
Ph: +61 3 9646 4760  
Fax: +61 3 9646 4918  
Email: production@  
archmedia.com.au  
Web: <http://www.architecturemedia.com>

### Important

When sending material be sure to indicate which magazine the material is for.

## Advertorial and Cover Package Specifications

### Unit size and requirements

Double-page spread	Up to five (5) high-quality images and up to 800 words.
Full page	Up to three (3) high-quality images and up to 400 words.
Half page	Up to two (2) high-quality images and up to 200 words.
Quarter page	One (1) high-quality image and up to 90 words.

### Copy

Focus	Copy should report on the benefits of the product or service offered or the application of the product or service.
Content	New material is preferred. Repeat items must be updated with either a new image or revised copy.
Editing	Copy will be edited to size and style. Content depends on the class of advertorial.

### Cover package

Cover image	High-quality image. The cover image is subject to acceptance by the editor.
Cover lines	Simple cover lines up to 12 words. Cover lines are subject to acceptance by the editor.
Cover story	Full-page advertorial with up to three (3) high-quality images and up to 400 words.

### Material formats

Suppliers of digital material are responsible for checking that all files are complete and correct before sending. Any work required to update files or process non-compliant material will incur a charge – minimum charge \$200.

Format	Macintosh digital. We do not accept film or formats other than those listed below.
Hardware	Macintosh compatible CD or DVD.
Software	Photoshop CS3, Illustrator CS3, Adobe Acrobat PDF to our specifications for images. Word for text.
Images	All images and logos supplied must be TIFF or EPS files. JPEGs will only be accepted subject to quality and will be converted to TIFF and CMYK. Resolution 300 dpi or better at 100% scaling (the final size at which they will be used). Line art 1200 dpi at 100% scaling. If file needs transparency flattening when printing, it must be high resolution.
Email limit	8 Mb. Please contact Production to discuss FTP arrangements and other options for larger files.

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Web: <http://www.architecturemedia.com>

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