

## Ad sizes and material specifications



All ads must be supplied as print resolution pdf files with crop marks and bleed on CDR or by email if less than 3mb. Before generating the pdf, please ensure that all images are of sufficient true resolution, that is, **scanned originally as 300dpi at 100% of final cropped size**. Please note that resizing small images does not increase true resolution and your image will appear blurred.

Our printer has comprehensive specifications, instructions and **Acrobat Distiller Options** available at <http://offsetalpine.com.au/DigitalPP.htm>. Using these options in Acrobat will ensure the best result in print, and you will be able to flight-check your file before supplying it to us.

For artwork queries, please contact:  
Stephen Goddard  
+61 2 9516 0636  
[stephen@goddard.net.au](mailto:stephen@goddard.net.au)

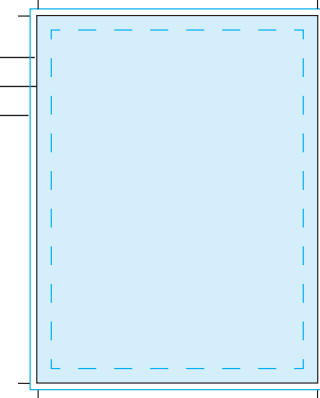
**Please do not use 4-colour blacks on body copy or fine design elements.** These will cause your file to fail our flight-check and you will be asked to resupply the artwork, or if it is possible it will be fixed on your behalf and you will incur an artwork cost of \$125/hour. Where rich blacks are required in background colours or headlines, please use C40 M0 Y0 K100. This will give a good result whilst minimizing the possibility of registration problems.

Object will take no responsibility for the printed quality of artwork where it is not supplied to our specifications.

### Full page (portrait)

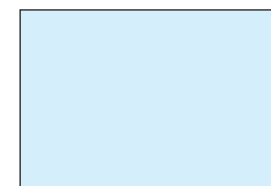
Trim size: 275 x 210mm  
Type area: 255 x 190mm  
Bleed: +5mm on all sides

**Please ensure that full page ads include trim marks and colour bars.**



### Half page (landscape)

Trim size: 180 x 114 mm  
No bleed required



### Quarter page (portrait)

Trim size: 114 x 86 mm  
No bleed required

