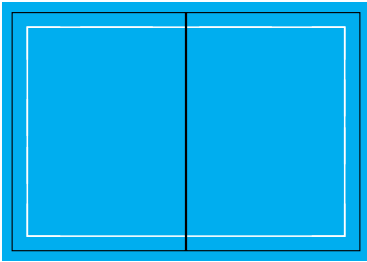
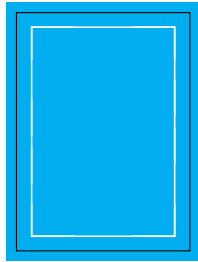


ADVERTISING SIZES



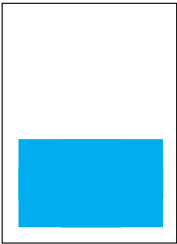
DOUBLE PAGE SPREAD

Type area – 390 x 267mm
 Trim – 420 x 297mm
 Bleed – 5mm all around
 Allow 30mm gutter space free of text



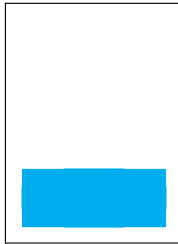
FULL PAGE

Type area – 180 x 267mm
 Trim – 210 x 297mm (A4)
 Bleed – 5mm all around



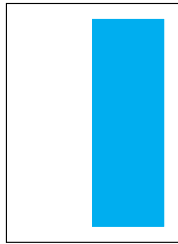
1/2 PAGE HORIZONTAL

Type area – 186 x 131mm
 Trim – NA
 Bleed – NA



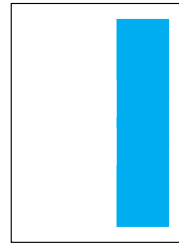
1/3 PAGE HORIZONTAL

Type area – 186 x 85mm
 Trim – NA
 Bleed – NA



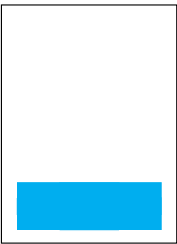
1/2 PAGE VERTICAL

Type area – 89 x 270mm
 Trim – NA
 Bleed – NA



1/3 PAGE VERTICAL

Type area – 56 x 270mm
 Trim – NA
 Bleed – NA



1/4 PAGE HORIZONTAL

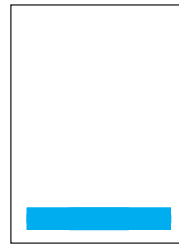
Type area – 186 x 61mm
 Trim – NA
 Bleed – NA



DPS STRIP HORIZONTAL

Type area – 388 x 26mm
 Trim – NA
 Bleed – NA

Allow 30mm gutter space free of text



STRIP HORIZONTAL

Type area – 186 x 26mm
 Trim – NA
 Bleed – NA

Four colour process, 175 lines per inch on glossy 115 gsm paper.

Artwork Supplied by Client

We require:

- Artwork on CD ROM, DVD or email (we can accept files up to 10MB) in Mac format only.
- A colour-correct digital proof or a laser proof with suppliers' contact details clearly marked. If a colour correct proof is not supplied, Publicity Press is unable to guarantee colour accuracy.
- Any areas of black larger than 5mm², must be made up of 40 cyan, 30 magenta, 30 yellow, 100 black.
- Please specify clearly if you want artwork files returned.

We prefer:

- High-res Acrobat PDF format, CMYK colour mode with no spot colours. Contact Publicity Press if you are unsure of PDF setup details.
- Please ensure PDFs have 5mm bleed, and that crop marks, registration marks etc, are either offset outside the bleed area (eg: offset to 6mm) or removed completely.

Will also accept the following:

- TIFF or EPS files at minimum 300dpi in CMYK colour mode.

We do NOT accept the following:

- Finished artwork in any form that can be altered (eg InDesign or Quark documents). This is to ensure that artwork that has been signed off by a client cannot accidentally be altered by Publicity Press.

Design agencies are responsible for ensuring their client approves artwork before it is sent to Publicity Press.

Artwork Designed by Publicity Press

If you would like Publicity Press to design your advertisement in house for you, the costs are as follows:

Per Double Page Spread Advertisement	\$250
Per a Full Page Advertisement	\$140
Per 1/2 Page Advertisement	\$95
Per Fractional Advertisement (Less than 1/2 Page)	\$75

- Client will need to supply text and any necessary logos or images plus a full detailed brief outlining instructions for the design of the artwork. Images and logos need to be supplied at 300dpi in CMYK colour mode.

- Client will be provided with at least one proof to check for accuracy. Once alterations have been completed, client is required to sign-off by the advised approved deadline. If client is unable to meet this deadline, the most recent version of the advertisement will be deemed ready for print.

- All Publicity Press created artwork remains the property of Publicity Press. There is a fee for re-use of this artwork.

Email artwork to: eliza@publicitypress.com.au
Post artwork to: Publicity Press, PO Box 8019, Armadale, Victoria, Australia, 3143
Courier artwork to: Publicity Press, Level 1/1121, High Street, Armadale, Victoria, Australia, 3143
Artwork enquiries: Eliza Peterson: 03 9804 4700

PAYMENT TERMS

1. Account is to be paid within 30 days of publication.
2. Should an advertisement be cancelled at any time after the booking cancellation deadline, the full amount is due and payable on publication.
3. All advertisement rates quoted are for advertisement space only and assume the supply of finished artwork to our material specifications prior to the published material deadline.
4. Publicity Press can if required create artwork for a new advertisement, see artwork specifications for details
5. Payment by credit card will attract a merchant Fee of 2.9%

**For more information, please contact:
 PUBLICITY PRESS PTY LTD**

Level 1/1121 High Street, Armadale, Victoria, Australia, 3143
 PO Box 8019, Armadale, Victoria, Australia, 3143
 Ph: 03 9804 4700 Fax: 03 9804 4711



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