

## Advertisement Sizes

	H x W	H x W
• Double Page Bleed:	Type Area: 292 x 482	*Trim Size: 320 x 510
• Double Page:	Type Area: 292 x 482	
• Full Page Bleed:	Type Area: 292 x 227	*Trim Size: 320 x 255
• Full Page:	Type Area: 292 x 227	
• Half Page Centre Bleed:	Type Area: 144 x 482	*Trim Size: 158 x 510
• Half Page Centre:	Type Area: 144 x 482	
• Half Page Horizontal Bleed:	Type Area: 144 x 227	*Trim Size: 158 x 255
• Half Page Horizontal:	Type Area: 144 x 227	
• Half Page Vertical Bleed:	Type Area: 292 x 111	*Trim Size: 320 x 125
• Half Page Vertical:	Type Area: 292 x 111	
• Third Page Horizontal Bleed:	Type Area: 100 x 227	*Trim Size: 114 x 255
• Third Page Horizontal:	Type Area: 100 x 227	
• Third Page Vertical Bleed:	Type Area: 292 x 73	*Trim Size: 320 x 90
• Third Page Vertical:	Type Area: 292 x 73	

\* Please add 5mm of bleed to trim edge

## Technical specifications check list

- All placed elements MUST be CMYK or Grayscale
- All placed elements must be a minimum of 200 DPI
- GCR is recommended with a Total Ink Density 240%
- Black Ink Limit 90% and allow for 26% Dot Gain
- Four colour white reverse type to be a minimum of 10pt
- Single colour white reverse type to be a minimum of 7pt
- All fonts MUST be embedded (includes base 14)
- Use only Postscript Type 1 fonts
- True Type fonts ARE NOT RECOMMENDED
- Screen Ruling is 100 Lines/inch
- Your PDF must be Version 1.3 when distilled.
- If possible flightcheck your PDF using PitStop

## Acrobat Distiller job options

The job options file can be emailed upon request To make them appear in the pop up window place them over the Acrobat Distiller engine in you applications folder.

## Colour Management

Any ICC profiles that are embedded will be converted to the working space of the intended press. All Lab and Rgb images will be converted in the same way.

## Photoshop settings

To achieve the best reproduction of your images we can email you a Photoshop Color Settings File (.csf). Place this into your: **System Folder > Application Support > Color > Settings.** Then under the Edit menu go down to color settings.

## Working spaces

Settings: Newspaper\_240

RGB: Standard Working Space

CMYK: ICONSnewspaper26v5

Gray: ICONSnewspaper26v5\_gr

Spot: Dot Gain 30%

**Color Management Policies** - All OFF except for

Convert to working RGB

Profile Mismatches ETC: off

To load the table on the images change colour spaces from CMYK to RGB to CMYK.

## How to name and supply your files

The naming format is: **Unique File ID**, which identifies the client, followed by the insertion **Date** and **Publication**,

**For Example:**

**joebloggs25maymag**

Unique File ID	Date	Publication
clients name	maximum	maximum
maximum 10 characters	5 characters	3characters

## Where to send your files

Always include your contact details regarding the file being sent.

For QUICKCUT ads send to

**West Australian Magazines – West Weekend Magazine**

If you require more information about the digital delivery procedures please call:

**Derek Williamson** on (08) 9482 3690 or 0411 123 648

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