

MECHANICAL SPECIFICATIONS

AD SIZES	trim area (mm)	live type area (mm)	with bleed (5mm)
Double Page Spread*#	255 (h) x 420 (w)	235 (h) x 400 (w)	265 (h) x 430 (w)
Full Page#	255 x 210	235 x 185	265 x 220
Half Page Horizontal	105 x 185	N/A	no bleed
Half Page Vertical	215 x 90	N/A	no bleed
Quarter Page	105 x 90	N/A	no bleed
Quarter Page Strip	50 x 185	N/A	no bleed
Product Cubes^	50 x 50 per cube	N/A	no bleed

* DPS allow 5mm gutter each side of spine

Do not supply artwork with crop marks

^ Product cubes are restricted to one item per cube. Images must be supplied without logos or text across them

MECHANICAL

trim size 255 (h) x 210, perfect bound, gloss cellosheen cover, 100gsm stock, colour CMYK, 175 lpi (screen ruling)

ADVERTISEMENT BORDERS - Stroke is not to exceed .25pt Black.

ADVERTISEMENT SUPPLY

Ads must be supplied at 100% as a Press Quality PDF (with 5mm Bleed, as required) and be created using Adobe Acrobat Distiller with all fonts embedded and printing fully allowed. We highly recommend you create a postscript file from your source application (Quark, Indesign) then use Acrobat Distiller to create the PDF file. Material supplied in Corel Draw, Pagemaker, Powerpoint, Word or Publisher format is unusable and will be rejected.

IMAGES & SCANNING

Images placed within an advertisement must be CMYK and should be sized to 300dpi at 100%. We recommend using a Web Coated SWOP2 setting in Photoshop, with an ink limit of up to 300%. Allow for a dot gain of 20%. Line art images should be scanned at 800dpi at 100%. Spot colour PDFs are not acceptable. Ads created in Illustrator must have all images embedded (scans/logos) and fonts as outline. Ads created in Photoshop must be 300dpi with all fonts rasterised and be flattened with no compression.

MATERIAL DELIVERY

Email is the preferred delivery method for all advertising material.

Please despatch to: production@duomagazine.com.au.

CD or DVD is also acceptable.