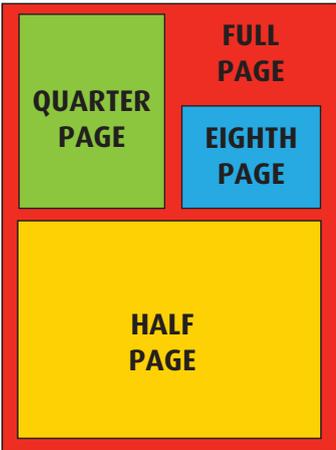


Technical Specification Sheet

Editorial Word Counts

- Full Page - 475 words including one photo and Logo
- Full Page - 450 words including two photos and Logo
- Half Page - 225 words including one photo and Logo
- Half Page - 200 words including two photos and Logo
- Quarter Page - 100 words including one photo and Logo
- Quarter Page - 85 words including two photo and Logo



Advert Dimensions	
Full Page with bleed	High 210mm Width 148mm
Full page without Bleed	High 190mm Width 130mm
Half Page Landscape	High 91mm Width 130mm
Half Page Portrait	High 190mm Width 63mm
Quarter Page	High 91mm Width 63mm
Eighth of a page	High 41mm Width 63mm

Artwork Requirements

The artwork should be a press ready PDF or JPG file generated in Adobe Illustrator/Photoshop/InDesign or Quark Xpress, saved on minimum resolution (300 dpi) in actual size with bleed and crop marks.

All files must be CMYK format and all black text as overprint, and outlined.

For bleed size please add 3mm extra on all four sides after trim marks.

For full page adverts, ensure that all text is at least 10mm inside from the crop marks.

If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side.

You are welcome to email us your artwork, upload it through a 3rd-party service like www.yousendit.com, or bring it in on a CD or memory stick.