

5MM BLEED

8MM

FULL PAGE DIMENSIONS

With 5mm bleed: 220mm x 288mm

Without bleed (actual trim size) 210mm x 278mm

■ HALF PAGE DIMENSIONS

Horizontal = 186mm wide x 125mm high
or vertical = 90mm wide x 255mm high

■ QUARTER PAGE DIMENSIONS

90mm wide x 125mm high

Preferred file format is PDF

- images all CMYK
- images at least 200dpi
- Fonts embedded
- Trim marks (full pages only)
- Rego marks (full pages only)

= **READY TO SEND**
info@horsedeals.com.au

12MM

12MM

5MM BLEED

5MM BLEED

FILES SUPPLIED

Horse Deals Art Department staff design and create artwork for our advertisements for FREE!

This cost is NOT charged to our advertisers, only advertising space is paid for by the client.

However, if you have artwork prepared from outside sources, please contact our office for detailed specifications and/or to ensure compatibility.

In brief, specifications are:

- MUST be supplied via email or CD/DVD.
- Preferred file format is PDF (Portable Document Format.)
- We use Adobe Creative Suite software (includes In Design, Photoshop, Acrobat & Illustrator.)
- We cannot use Microsoft Publisher, Word etc files. Such layouts are incompatible with our system and need to be reset.
- Must include all Graphics and Fonts saved in specific ways (see below).
- Due to copyright laws, all FONTS must be embedded in supplied files.
- Colour CMYK (This is the format that our magazine is printed in, it needs to be converted to CMYK. RGB is only a screen colour format - not acceptable for print publications).
- Images must be saved as either TIFF, EPS or JPG files and must be either CMYK or Grayscale, not RGB or duotone.
- Photo negatives are acceptable accompanied with instructions as to which frame(s) to set in advert.
- EPS files must be saved with: no DCS - off (single file), no flatness (nil), no halftone screen, no transfer function.
- TIFF files must be saved without compression.
- Files are written to DVD each month, so adverts can be repeated without resupplying. Files need only be resent if changes to original are unable to be completed by our art department. (eg. Flattened supplied artwork).
- ALL IMAGES ARE TO BE A MINIMUM OF 200dpi (RESOLUTION).
- COPYRIGHT: Please ensure photographers permission has been gained for the use of the photo and they are credited on the photos.

5MM BLEED

To ensure that ink coverage goes to the final trim size, extend any art, pictures or other graphics 5mm beyond the trim edge to this point.

TEXT SAFETY LINE

No text beyond this line (to ensure it is not lost in the spine or cut off).

TRIM EDGE

This is the actual cut line of page.



Horse Deals
Magazine • Video • Website

Ph (08) 8725 4744
info@horsedeals.com.au

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