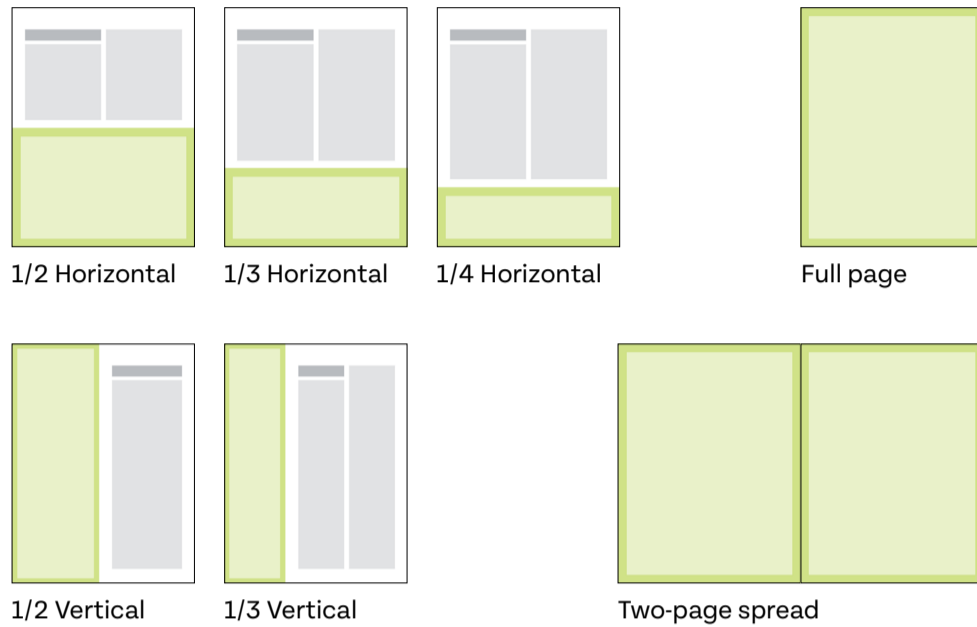


Australian Bananas Magazine print advertising specifications

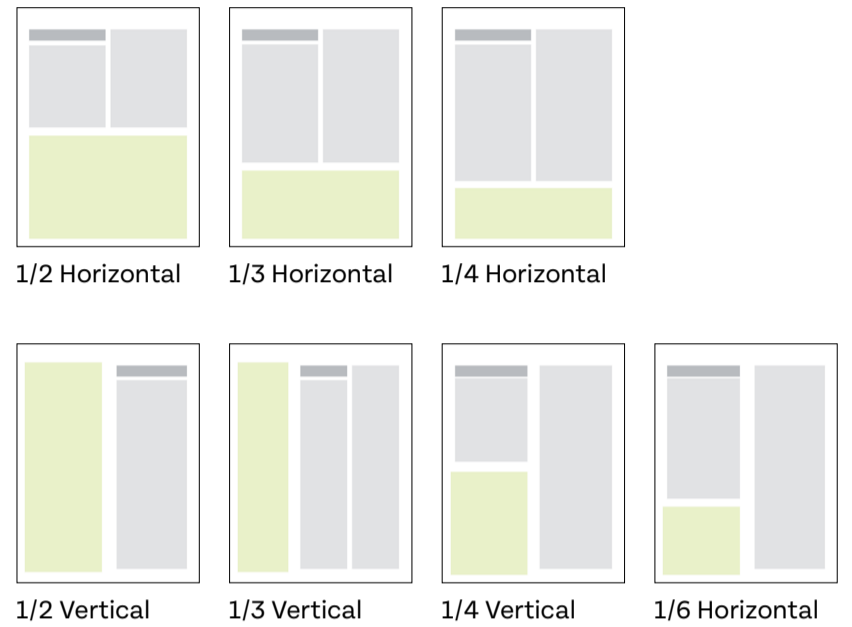
Below are recommendations to assist you in setting up your ad file properly and to get the best quality in your print ad. Advertisements are available in two formats: full bleed advertisements and floating advertisements within the inner margins of the magazine.

Full bleed



Insertions	Bleed (w x h)	Trim (w x h)	Safety (w x h)
1/2 Horizontal	216 x 143 mm	210 x 137 mm	190 x 117 mm
1/3 Horizontal	216 x 97 mm	210 x 91 mm	190 x 71 mm
1/4 Horizontal	216 x 75 mm	210 x 69 mm	190 x 49 mm
1/2 Vertical	106 x 281 mm	100 x 275 mm	88 x 263 mm
1/3 Vertical	76 x 281 mm	70 x 275 mm	58 x 263 mm
Full page	216 x 281 mm	210 x 275 mm	190 x 255 mm
Two-page spread	426 x 281 mm	420 x 275 mm	400 x 255 mm

Floating



Insertions	Size (w x h)
1/2 Horizontal	180 x 118 mm
1/3 Horizontal	180 x 78 mm
1/4 Horizontal	180 x 58 mm
1/2 Vertical	88 x 240 mm
1/3 Vertical	58 x 240 mm
1/4 Vertical	88 x 118 mm
1/6 Horizontal	88 x 78 mm

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Specifications

Bleed, trim & safe area

Full bleed advertisements must include 3 mm bleed on all sides. A minimum internal safety margin of 10 mm from trim is recommended to account for the gutter. Vertical advertisements are typically positioned on the outer edge of the spread to avoid the gutter.

For floating advertisements, all text, logos and key elements must sit at least 6 mm inside the border. Refer to size tables for exact dimensions.

Resolution

Images should be supplied at 300 DPI at final print size. Files below 200 DPI are not acceptable for print reproduction. Up-scaling low resolution images will typically not improve quality. To avoid low resolution type, logos and linework, layouts should be compiled in InDesign or Illustrator and not in Photoshop.

Fonts

Fonts must be provided, embedded or outlined, but if proofing errors are discovered without fonts provided, new art will need to be submitted. We will substitute with similar fonts if originals are not submitted.

File type & submission

Adobe press-quality or high-quality print PDF files with fonts embedded are preferred.

Crops and registration are not required and should not be included. High-res TIF, EPS, and JPEG are also accepted. Do not nest PDF files in other PDFs or EPS files in other EPSs.

If native InDesign or Illustrator files are submitted, they must be packaged with accompanying links and fonts included.

Identify advertiser in filename. Do not use illegal characters such as ("()*&^%\$#@!'{} [] \,;,:) in file names.

Not accepted

We do not accept print ads supplied in Canva, Microsoft Word, Publisher, PowerPoint, Excel, CorelDRAW or Paint files. We also do not accept PNG, GIF, or images saved from the web, as these are not suitable for print production.

Colour

The magazine is exported using the US Web Coated (SWOP) v2 colour profile with 300% TAC. All artwork must be supplied in CMYK with no spot, PMS, RGB or LAB colours. Any non-CMYK colours will be converted to CMYK, which may result in colour shifts and cannot guarantee colour accuracy.

Black

Please ensure black text is 100% Black only, no Cyan, Magenta or Yellow in the breakdown. Our recommended Rich Black build is C-60 M-40 Y-40 K-100. Only use this build for large, solid areas of black coverage.

Material submissions or questions

Contact Amy Spear - amy@abgc.org.au, 0439 005 946.

