

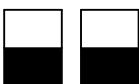






## MECHANICAL SPECIFICATIONS 2006

### Size of Advertising Units for all Editions

Final Trim Size: 200mm x 266mm

<b>Size</b> Click on each size to view AD TEMPLATES outlining the TRIM, SAFETY and BLEED.	<b>Non-Bleed/Safety</b> <b>Width x Length</b>	<b>Trim</b> <b>Width x Length</b>	<b>Bleed</b> <b>Width x Length</b>
<a href="#">2 Page Spread</a> 	375mm x 254mm (14 <sup>3</sup> / <sub>4</sub> " x 10") (also live area)	400mm x 266mm (15 <sup>3</sup> / <sub>4</sub> " x 10 1/2")	406mm x 273mm (16" x 10 3/4")
<a href="#">1 Page</a> 	178mm x 254mm (7" x 10") (also type area)	200mm x 266mm (7 7/8 x 10 1/2")	206mm x 273mm (8 1/8" x 10 3/4")
<a href="#">1/2 Page Spread</a> 	375mm x 117mm (14 <sup>3</sup> / <sub>4</sub> " x 4 5/8")	400mm x 130mm (15 <sup>3</sup> / <sub>4</sub> " x 5 1/8")	406mm x 137mm (16" x 5 3/8")
<a href="#">2/3 Page</a> <a href="#">Vertical</a> 	105mm x 254mm (4 1/8" x 10")	127mm x 266mm (5" x 10 1/2")	133mm x 273mm (5 1/4" x 10 3/4")
<a href="#">1/2 Page</a> <a href="#">Horizontal</a> 	178mm x 117mm (7" x 4 5/8")	200mm x 130mm (7 7/8" x 5 1/8")	206mm x 137mm (8 1/8" x 5 3/8")
<a href="#">1/3 Page</a> <a href="#">Vertical</a> 	51mm x 254mm (2" x 10")	67mm x 266mm (2 5/8" x 10 1/2")	73mm x 273mm (2 7/8" x 10 3/4")
<a href="#">1/3 Page</a> <a href="#">Square</a> 	105mm x 117mm (4 1/8" x 4 5/8")	127mm x 130mm (5" x 5 1/8")	133mm x 137mm (5 1/4" x 5 3/8")

#### → **Live Matter Safety:**

- Top & bottom: 6 mm (1/4")
- Left & right: 11 mm (7/16")
- Spread gutter safety: 3mm (1/8") = 1.5mm (1/16") on each side

Please note: Headlines should be laid out so that words rather than letters are split.

### **Digital file format:**

Preferred file format: SWOP Recommended: PDF/X-1a:2001

Other accepted file formats: PDF™.

Disk: Macintosh formatted CD (650 MB), Zip (100 MB), Jaz (1GB).

*Please note: PostScript, Quark, Illustrator, Photoshop and TIFF/IT-P1 are not accepted.*

### **Digital Specifications:**

Please check our website for detailed information on how to prepare a digital file:

<http://www.bwadspecs.com>

### **Number of Proofs:**

- Global: 6
- Regional, State & Metro: 2

### **Proof Requirements:**

Continuous & halftone dot SWOP certified colour (please visit SWOP website <http://www.SWOP.org> for more information).

**Line Screen:** 133 lines per inch (54 lines per centimetre)

**Screen Angles:** C-15%, M-45%, Y-90%, K-75% (unless otherwise requested on disk label)

***Please note:** Laser proofs (colour or black & white) are acceptable for content proofs only.*

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**PLEASE NOTE: Material instructions must include ISSUE DATE and EDITION**