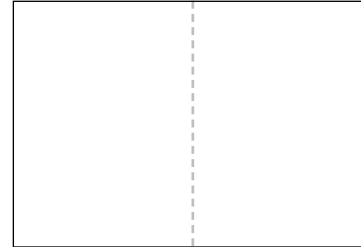
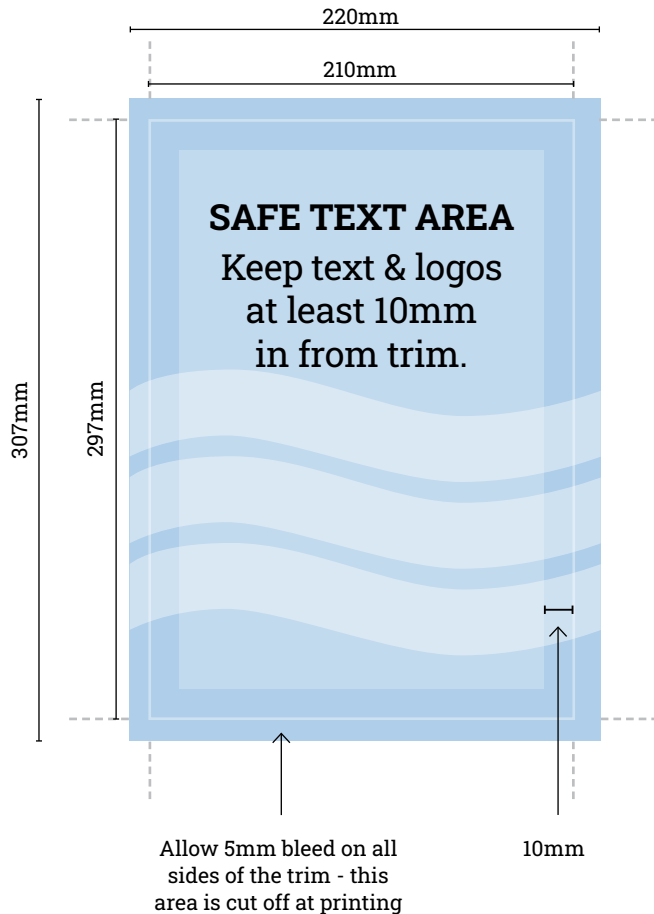


# Advertising specifications

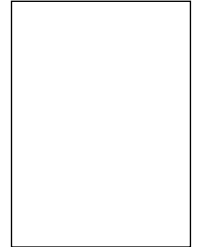
## PRINT MAGAZINE: A4 + 5MM BLEED



### DOUBLE PAGE

**Page (Trim) Size:**  
Width: 420mm  
Height: 297mm

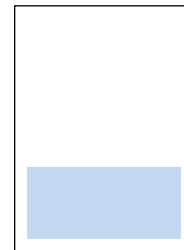
**Bleed Size:**  
Width: 430mm  
Height: 307mm



### FULL PAGE

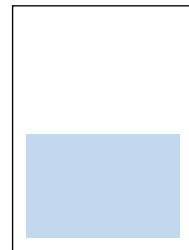
**Page (Trim) Size:**  
Width: 210mm  
Height: 297mm

**Bleed Size:**  
Width: 220mm  
Height: 307mm



### THIRD PAGE HORIZONTAL

Width: 183mm  
Height: 85mm



### HALF PAGE HORIZONTAL

Width: 183mm  
Height: 122mm

## PRINT REQUIREMENTS

### FORMATS:

Final ad to be supplied as Adobe press-ready PDF.  
We accept material supplied by email or file sharing programs.  
We do not accept artwork created in Microsoft Word, Powerpoint, Publisher or Adobe Pagemaker.

### FONTS:

Include all fonts in PostScript (printer and screen), NO TrueType – OR convert all fonts to outlines.

### IMAGES:

All colour images must be embedded/supplied as CMYK in JPEG, TIFF or EPS format.

Minimum resolution for greyscale and colour images is 300 dpi at 100% print size.

### DEADLINES:

Booking deadline: 14 days prior to print of issue  
Material deadline: 7 days prior to print of issue

## ONLINE REQUIREMENTS

**News wire:** Finalised artwork can be accepted in GIF, PNG or JPG format. Artwork must be optimised for web. Maximum recommended size is 250kb.

**Specs:** Banners 600px (w) x 110px (h)

**Website:** Finalised artwork can be accepted in GIF, PNG or JPG. Artwork must be optimised for web. Maximum recommended size is 250kb.

**Specs:** Banners: 1200px (w) x 220px (h)  
MPU: 600px (w) x 300px (h)

**Deadlines:** All artwork must be submitted with working hyperlinks 7 days prior to campaign commencement.

### For production enquiries:

Grant Lopez - email: [grant.lopez@thedcn.com.au](mailto:grant.lopez@thedcn.com.au)