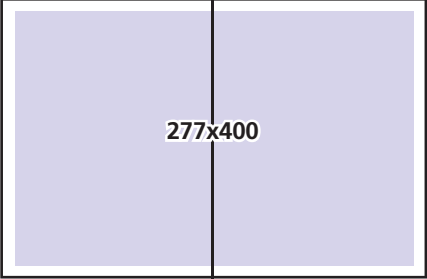
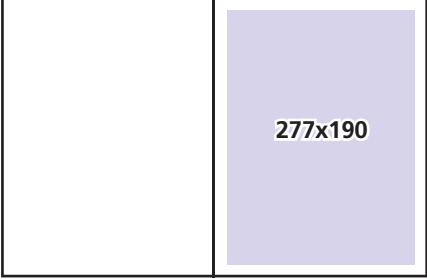
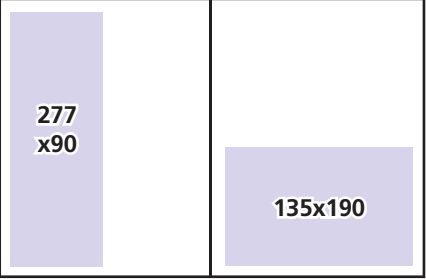
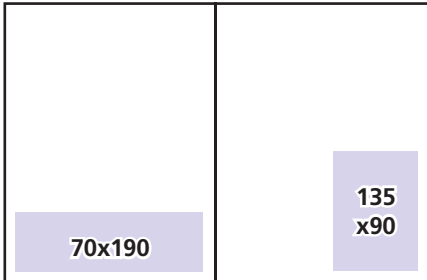
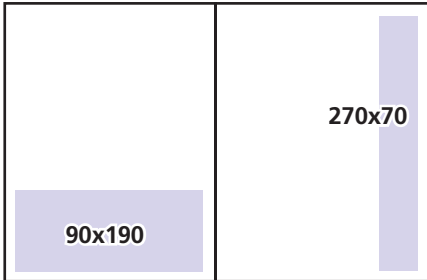
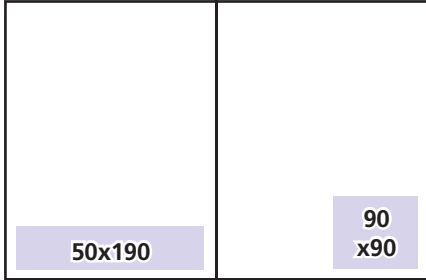


MECHANICAL SPECIFICATIONS A4 (297 x 210mm) **\*IMPORTANT!** PLEASE SEE SEPERATE SPECS FOR BUYER'S GUIDE

| DOUBLE PAGE SPREAD   | FULL PAGE   | HALF PAGE  |
|--|---|--|
|   |   |   |
| QUARTER PAGE   | ONE THIRD PAGE  | ONE SIXTH PAGE   |
|  |  |  |

**Please add trim and 5mm bleed** ■ Shaded box indicate image area only

- 300dpi @ 100%
- CMYK
- HI-RES PDF or EPS (Create outline fonts)

## ARTWORK REQUIREMENTS

**Electronic artwork:** Supply artwork on CD, or via email adam@rala.com.au. If you are going to send the ad via email we ask that you also post a copy of the ad to PO Box 134 Balmain NSW 2041 so that we can check the layout.

**Applications:** Our preferred format for printing is 3DAP Acrobat files. When preparing files for output, ensure to include all placed images and logos. We also accept Indesign, Illustrator and Photoshop files. Files can be saved as a tif, eps, high resolution jpeg (300 dpi) or a high resolution Acrobat pdf. Please ensure artwork includes trim marks and bleed.

**Fonts:** We require both screen fonts and printer fonts so be sure that both are included or converted to paths. We do not accept True Type fonts.

**Copy of artwork:** A printed copy of the artwork must be supplied. RALA Information Services can not guarantee correct output without a colour proof.

**Design Service:** If you require assistance with design or production we are available to fulfill any requirements you have. Please contact Adam Cail on +61 2 9555 1944 or email adam@rala.com.au for suggestions and quotations.

**TERMS AND CONDITIONS:** In the case where client artwork/material cannot be supplied by the due material deadline, the publisher reserves the right to use and repeat any existing material on their behalf to fulfill the space booked. Advertising rates are quoted per single insertion and invoice is payable in 30 days. Cancellations will not be accepted after the booking deadline and the fully booked rate will be charged. Rates exclude GST. Artwork production charge – to create new artwork on behalf of client/alter existing material/alter artwork not supplied to the published size requirements and specifications, an additional fee will be charged.