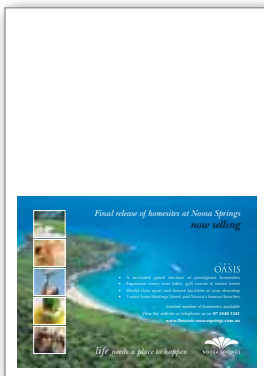


ad specs



full page
trim:
 210 x 297 mm
type:
 190 x 277 mm
bleed:
 220 x 307 mm



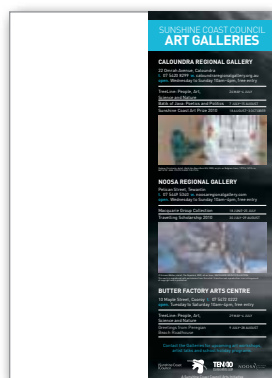
1/2 horizontal (without bleed)
trim:
 190 x 137 mm



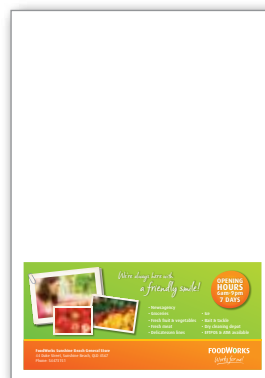
1/2 horizontal (with bleed)
trim:
 210 x 147 mm
type:
 190 x 127 mm
bleed:
 220 x 157 mm



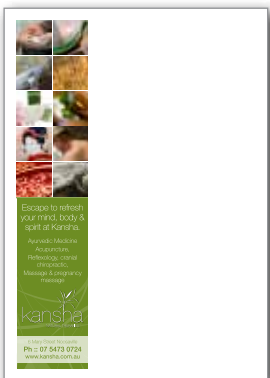
1/2 vertical (without bleed)
trim:
 90 x 277 mm



1/2 vertical (with bleed)
trim:
 100 x 297 mm
type:
 80 x 277 mm
bleed:
 110 x 307 mm



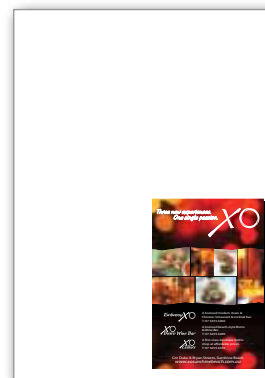
1/3 horizontal
trim:
 190 x 85 mm
 this size does not have the option to bleed off the page



1/3 vertical (without bleed)
trim:
 57 x 277 mm



1/3 vertical (with bleed)
trim:
 67 x 297 mm
type:
 47 x 277 mm
bleed:
 77 x 307 mm



1/4 page
trim:
 90 x 136 mm
 this size does not have the option to bleed off the page

all dimensions are in order of width x height

important notes

- Hi-resolution PDF's are the preferred format to get the best results from your artwork. Hi-res TIFs or JPGs are acceptable but their quality is often inferior to PDF. Please DO NOT compress PDF files.
- Use only CMYK colours. Never use RGB or SPOT colours for any object in the ad.
- It is critical that all images, graphics etc, used in your artwork are CMYK colour mode of no less than 300dpi at 100%.
- If crop marks are required for ads with bleed please use an offset of 5mm (crop marks should not be touching any part of your artwork).
- When exporting your pdf choose crop marks only. Bleed marks, colour bars, registration marks, and page information are not required.
- All ads must be submitted with a printed proof.

submission

1. email your ad to: kate@saltmagazine.com.au
2. post hard copy to: PO Box 1015 Maleny QLD Australia 4552

glossary

- **trim:** The size of the printed material in its finished stage (your document size before bleed is added)
- **type:** The safe area in which all type and important graphics (logos etc.) should be kept
- **bleed:** The artwork that extends outside the trim area

full page

trim:
210 x 297 mm

type:
190 x 277 mm

bleed:
220 x 307 mm

(note crop marks have an offset of 5mm)

half page

vertical

trim:
100 x 297 mm

type:
80 x 277 mm

bleed:
110 x 307 mm

(note crop marks have an offset of 5mm)

third page

vertical

○ — **trim:**
67 x 297 mm

○ — **type:**
47 x 277 mm

○ — **bleed:**
77 x 307 mm

(note crop marks have
an offset of 5mm)

half page horizontal

trim:
210 x 147 mm

type:
190 x 127 mm

bleed:
220 x 157 mm

(note crop marks have an offset of 5mm)