

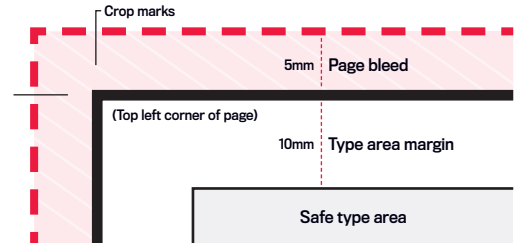
SMSF magazine

Print advertising artwork specifications and dimensions

IMPORTANT NOTE

- All advertising material must be supplied with 5mm PAGE BLEED and crop marks. Bleed is the artwork/image that goes beyond the page dimensions and is trimmed after printing. The bleed gives the printer a small amount of space to account for movement of the paper and eliminates any white space at the edges of the page. (See figure 1)
- All advertising material must be supplied with a minimum of 10mm SAFE TYPE AREA. Safe type area is a margin from the edge of the page which has **no text**. The type area gives the printer a small amount of space to account for movement of the paper and eliminates any text being trimmed or visually obstructed by the bind. (See figure 1)

FIGURE 1.



PRINT SPECIFICATIONS

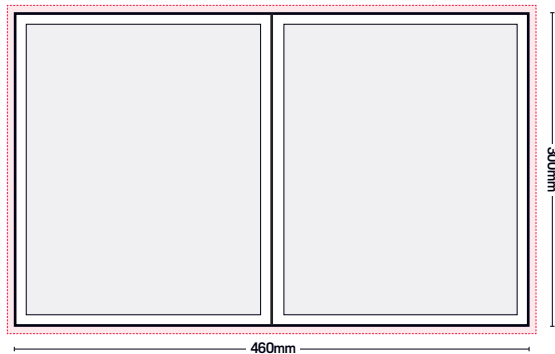
COLOURS AND RESOLUTION

- All advertising material must be supplied in CMYK colour mode (rgb, lab and spot colours should be converted to CMYK process for richer colours)
- Black/rich black should not be set to overprint
- Ink weight should not exceed 300% (rich black should be set to 40C, 100K)
- Artwork should be high resolution at 300dpi
- All advertising material must be supplied as a PRINT READY PDF or JPEG
- Printing marks should be supplied

STANDARD ADVERTISING DIMENSIONS

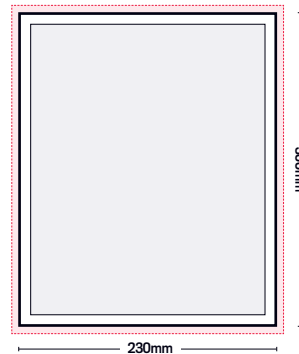
1. Double page spread (DPS)

- 460mm width x 300mm height



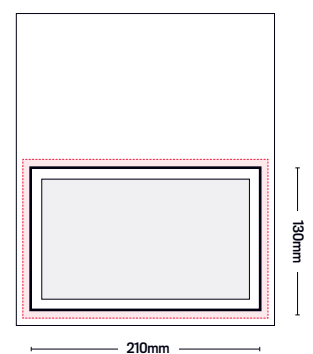
2. Full page

- 230mm width x 300mm height



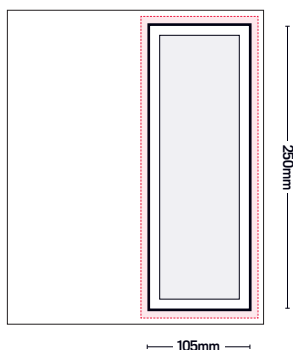
3. Half page horizontal

- 210mm width x 130mm height



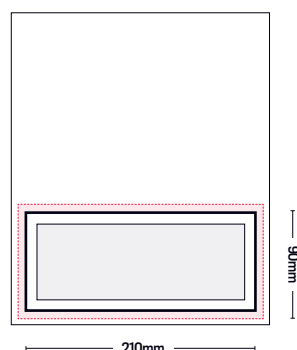
4. Half page vertical

- 105mm width x 250mm height



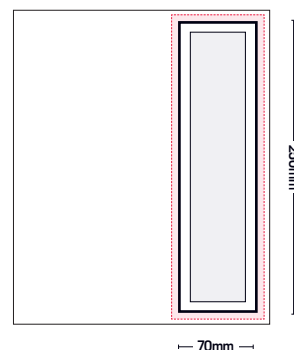
5. Third page horizontal

- 210mm width x 90mm height



6. Third page vertical

- 70mm width x 250mm height



7. Strip banner

- 210mm width x 50mm height

