

ELECTRONIC ARTWORK

MEDIA

Supply artwork on CD, zip disc or via email <adam@rala.com.au>. If you are going to send the ad via email we ask that post a copy of the ad to PO Box 134 Balmain NSW 2041, or fax to 02-9555 1496 so that we can check the layout.

APPLICATIONS

Our preferred application for printing is QuarkXpress 3.3 or 4.1 on the Macintosh platform. When preparing files for output, ensure to include all placed images and logos on the disc.

We also accept Acrobat 5.0, Freehand 8.0, Illustrator 10 and Photoshop 7.0 files. Files can be saved as a tif, eps, high resolution jpeg (300dpi) or a high resolution Acrobat pdf.

FONTS

We require both screen fonts and printer fonts so be sure that both are included. Fonts cannot be substituted. EPS files imported into Quark still require their fonts, even though they will not be recognised under 'font usage' in the 'utilities' menu. To ensure these files print correctly make sure these fonts are included or else simply 'convert to paths' (in Freehand) or 'create outlines' (in Illustrator). 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.

RASTER IMAGES

Raster images should be supplied at 300dpi at 100% scaling. All images should be supplied in CMYK.

VECTOR IMAGES

Vector data must, wherever possible be saved in EPS format. All fonts need to be converted to paths or outlines.

COLOURS

We use a 4 colour CMYK printing process, so please convert all PMS colours to 4 colour process.

TYPESETTING SERVICE

If you are unable to provide the ad in the above specified format, please contact Adam Cail on +61 2 9555 1944 or <adam@rala.com.au> to make alternative arrangements.

FILM

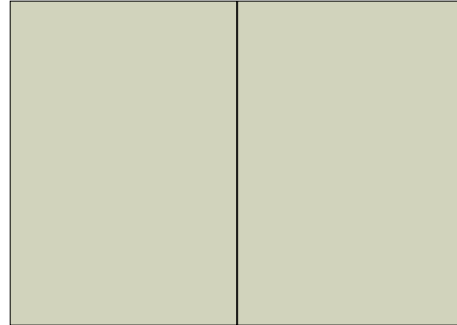
Please supply 133-150 line screen, right reading, emulsion side down (for either 4 colour or mono). Four colour separated film must be supplied with colour chromalin proof.



MECHANICAL SPECIFICATIONS

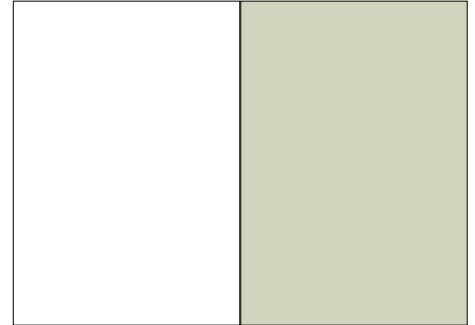
Magazine Trim Size: 297mm x 210mm

DOUBLE PAGE SPREAD



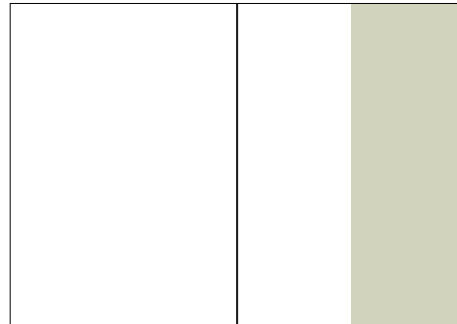
BLEED: 303 X 426MM WIDE
TRIM: 297 X 420MM WIDE

FULL PAGE



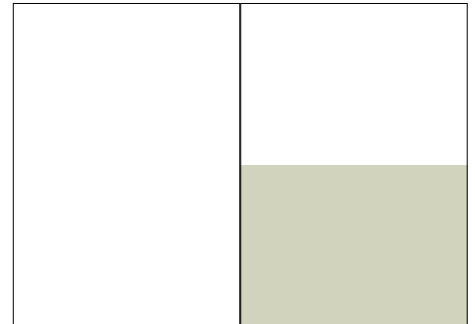
BLEED: 303 X 216MM WIDE
TRIM: 297 X 210MM WIDE

HALF PAGE VERTICAL



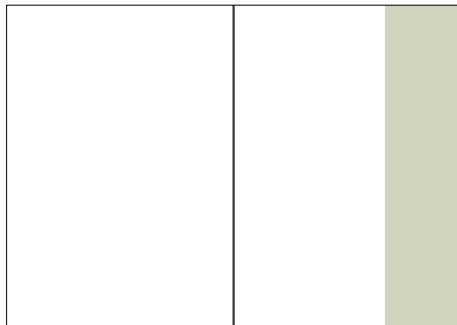
BLEED: 303 X 111MM WIDE
TRIM: 297 X 105MM WIDE
NON BLEED: 269 X 91MM WIDE

HALF PAGE HORIZONTAL



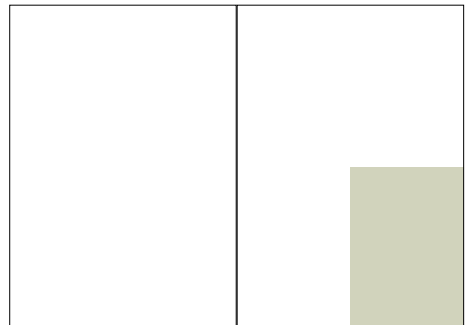
BLEED: 154 X 216MM WIDE
TRIM: 148 X 210MM WIDE
NON BLEED: 130 X 182MM WIDE

ONE THIRD PAGE VERTICAL



BLEED: 303 X 76MM WIDE
TRIM: 297 X 70MM WIDE
NON BLEED: 269 X 57MM WIDE

QUARTER PAGE SQUARE



BLEED: 154 X 111MM WIDE
TRIM: 148 X 105MM WIDE
NON BLEED: 134 X 88.5MM WIDE

Disclaimer: It is the responsibility of the client to supply material within the specifications. The publisher will not be held responsible for poor reproduction when material supplied is below standard output quality.