



MECHANICAL SPECIFICATIONS DRINKS TRADE

DIGITAL ARTWORK:

Only Macintosh files will be accepted.

InDesign CS2: If using high resolution scans, supply at 300dpi or higher in TIFF, EPS or JPEG format. Files must be supplied with a same size laser proof, print out of the disk directory window, as well as all fonts and extensions.

Illustrator CS2: Illustrator files may be supplied but must have all fonts converted to outlines.

Adobe Acrobat: Acrobat files may be supplied but must show crop marks and bleed. All fonts must be embedded and the PDF must have been distilled with CMYK downsampling at 300dpi.

SUPPLYING ARTWORK:

When supplying artwork, all colours should be indicated as process colour percentages [CMYK]. All PMS colours will be matched to the nearest four-colour process combination.

You can send files via QuickCut, for more details go to www.quickcut.com.au or email to ashley@hipmedia.com.au or mail to the above address.

MATERIAL DESPATCH INSTRUCTION:

All material must reach the publisher at the below address before material deadline or a surcharge of up to 50% may be incurred.

MEASUREMENTS:

(all measurements are in mm's width x height)

	BLEED SIZE	TRIM SIZE	TYPE AREA
full page	236 x 306	230 x 300	210 x 280
double page spread	466 x 306	460 x 300	440 x 280
1/2 horizontal	add 3mm to all sides	230 x 140	210 x 120
1/2 vertical	add 3mm to all sides	115 x 300	95 x 280
1/3 horizontal	add 3mm to all sides	230 x 90	210 x 70
1/3 vertical	add 3mm to all sides	75 x 300	55 x 280
strip	add 3mm to all sides	230 x 50	210 x 40