HOUSES

Advertising Material Specifications 2014–2015

Double-page spread[1]
280 D x 450 W (page trim)

Split image and
move 4 mm
left and 4 mm
right
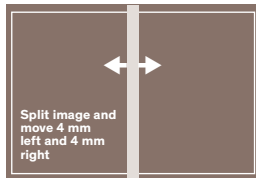
Double-page image[2]
280 D x 450 W (page trim)
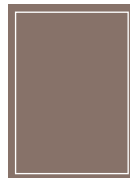
Full page
280 D x 225 W (page trim)

Half-page horizontal
118 D x 191 W (no bleed)

Material size	Trim size (mm)	Bleed size[3] (mm)	Type area (mm)
Double-page spread[1], double-page image[2]	280 D x 450 W	290 D x 460 W	252 D x 422 W
Full page	280 D x 225 W	290 D x 235 W	252 D x 197 W
Half-page horizontal			118 D x 191 W

Printing specifications and binding

Screen ruling 175 lpi; CMYK and greyscale; burst bound.

Display advertising

Format	High resolution Adobe Acrobat PDF with bleed and trim marks included.
Fonts	All fonts (printer fonts and screen fonts) must be embedded, including fonts in EPS files.
Colour	All colours, including those used in images and EPS files, must be RGB or greyscale. No embedded colour profiles. No spot colours. Black areas should be set to overprint. White logos and type should be set to knockout.
Bleed	Where required, bleed should be at least 3 mm; 5 mm is recommended.
Registration	Offset all registration marks by 5 mm.
Double-page	Supply PDFs for double-page spreads as two single pages. Do not supply as a spread. For images spanning a double-page spread, the image should be split at the gutter and each half moved 4 mm toward the outer edge of its page to allow for gutter loss (i.e. 4 mm of double imaging).
Checked files	Suppliers of digital material are responsible for checking that all files are complete and correct before sending. Any work required to update files or process noncompliant material may incur a charge. (Minimum charge $200.)
Proof	Proofs are accepted for content layout only.

Images/line art/logos

Images	All images must be submitted in RGB colour mode, in JPEG format, at high-resolution (300dpi), saved at maximum-quality, ideally at 100% scaling of the final size at which the image will be used.
Line art	Line art must be 1200dpi at 100% scaling.
Logos	Logos must be vector EPS or PDF files.

Sending material

Send method	Email up to 10Mb. Quickcut, Hightail or similar. FTP by arrangement with our Production department. Please indicate the magazine title and the issue date when sending.

Production enquiries

Architecture Media Pty Ltd
Level 6, 163 Eastern Road, South Melbourne Vic 3205
Ph: +61 3 8699 1000 Fax: +61 3 9696 2617
Email: production@archmedia.com.au
Web: architecturemedia.com

Advertising enquiries

VIC, SA, TAS	Eva Dixon, Louisa Hamlin, Neil Williams Ph: +61 3 8699 1000 Fax: +61 3 9696 2617
NSW, QLD	Lana Golubinsky, Victoria Hawthorne Ph: +61 2 9380 7000 Fax: +61 2 9380 7600
WA	Licia Salomone Ph: +61 8 9381 7766 Fax: +61 8 9382 4850

1. For material in PDF format, supply as two separate pages. DO NOT supply as a single spread.
2. For images spanning a double-page spread, split the image and move each half 4 mm toward the outer edge of the page to allow for gutter loss.
3. Includes 5 mm bleed to all edges.

R0514

Advertorial Material Specifications 2014-2015

Double-page spread

Unit size	Content summary
Double-page spread	3-5 high-quality images, 250–400 words, company or brand logo, contact details

Presentation

Focus	Copy should report on the benefits or application of the product or service offered. Provide full product details, as appropriate, including the name of the designer, sizes, materials, colours and options available. You can submit dedicated copy or we can work with supplied press releases. New material is preferred. Repeat items should be updated with a new image and/or revised copy.
Details	Supplier or brand logo, phone, fax, email and web contact details.
Editing	Advertorial items are edited and styled to complement the graphic presentation of the magazine, which may change from time to time.
Proof	An approval proof will be suppplied before printing.

Supplied material

Text	Text may be sent as a Microsoft Word file for longer copy, or email for shorter pieces.
Images	All images must be submitted in RGB colour mode, in JPEG format, at high-resolution (300dpi), saved at maximum-quality, ideally at 100% scaling of the final size at which the image will be used.
Line art	Line art must be 1200dpi at 100% scaling.
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