

Advertising specifications

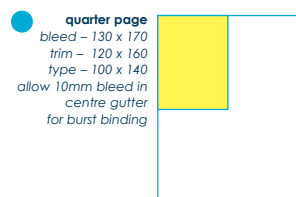
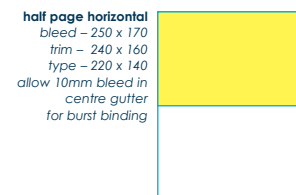
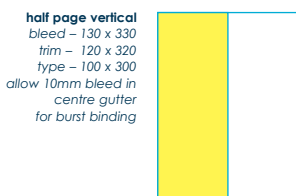
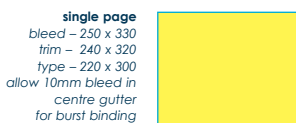
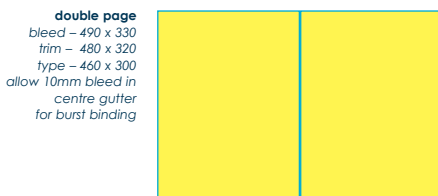
It is refreshing to see a publication that deals with detail as much as it deals with aesthetics. I found the style of writing very interesting and to the point. I look forward to each edition.

Dominic Russo
Director, Diadem, Melbourne

advertisement sizes

All sizes are in millimetres and expressed as width and depth.

It is the client's responsibility to ensure that all advertisements are supplied to the specifications listed below.



digital files supplied

platform
Macintosh

media
CD or DVD
A hard copy of your files must be supplied.

software
Quark Xpress
Adobe Acrobat 5 (and above)
Adobe Photoshop
Adobe Illustrator
Adobe InDesign CS3 recommended

pdf files
PDF version should be Level 1.4 (compatible with Acrobat 5)
Resolution of greyscale and colour images set to 300dpi and only use zip compression.
Resolution of monochrome set to 1200dpi with CCITT Group 4 compression.
All fonts should be embedded.
Leave colour management off.

web searchable content
Whenever possible, create your artwork in Indesign CS3.

We process ads with the intention your ad text will be searchable. If incompatible programs and designs are used, we cannot guarantee this.

Outlined type will not be searchable.

image files
Resolution – 300 dots per inch
Mode – CMYK
Format – EPS, TIFF or JPEG only
Size – at least 100% of final output size

laser proof
A final proof of your advertisement must be supplied at 100% size.

fonts
Please supply all screen and printer fonts. *Fonts should not be outlined. Do not use True Type fonts. Do not apply bold or italic formatting to plain fonts, use the bold or italic font instead.*

general conditions

specifications
These specifications are subject to change, so please check with our advertising representative prior to producing any advertisement for an update.

advertisement size
Please ensure that final trim, bleed and type area measurements match the advertising sizes provided. *Advertisements supplied to an incorrect size will need to be re-supplied.*

storage
Beesting Publishing will hold advertising material for a period of six months from the date of publication, after which it will be deleted or destroyed.

delivery/return of material
The pick up and delivery of all advertising material to Beesting Publishing must be organised by the client at the client's expense.

Clients should be aware that disks supplied will be held until publication date. From that date onwards they will be available for collection.

errors
Beesting Publishing is not responsible for published errors due to changes made after copy deadlines.

cancellation
Cancellation will not be accepted unless received in writing six weeks prior to the copy date for each issue.

Cancellation may effect all rates and/or positioning protection for the remainder of the contract.

We reserve the right to repeat a previous advertisement at the correct size where the booked advertisement has not been submitted on time. Late material may attract an extra charge.

The publisher reserves the right to reject or cancel any advertising at any time for any reason whatsoever and will not be held responsible for any action arising from the failure of any advertising to appear.

● free design and layout service for quarter page advertisements

see page 7 for banner advertising rates and specifications