

*Asset*

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**FINANCIAL REVIEW**

**2010**

**MECHANICAL**

**SPECS**

# AD SIZE SPECS

| SIZE   | TYPE AREA (DxW)  | TRIM SIZE (DxW)  | BLEED SIZE (DxW) |
|--|------------------|------------------|------------------|
| <a href="#">DOUBLE PAGE SPREAD*</a>                | 244 mm x 410 mm  | 275 mm x 440 mm  | 285 mm x 450 mm  |
| <a href="#">FULL PAGE</a>                          | 255 mm x 200 mm  | 275 mm x 220 mm  | 285 mm x 230 mm  |
| <a href="#">JUNIOR PAGE</a>                        | 165 mm x 126 mm  | N/A              | N/A              |
| <a href="#">1/2 PAGE DOUBLE SPREAD*</a>            | 118 mm x 410 mm  | 134 mm x 440 mm  | 144 mm x 450 mm  |
| <a href="#">1/2 PAGE HORIZONTAL WITH BLEED</a>     | 118 mm x 205 mm  | 134 mm x 220 mm  | 144 mm x 230 mm  |
| <a href="#">1/2 PAGE HORIZONTAL</a>                | 121 mm x 195 mm  | N/A              | N/A              |
| <a href="#">1/3 PAGE HORIZONTAL WITH BLEED</a>     | 76 mm x 205 mm   | 91 mm x 220 mm   | 101 mm x 230 mm  |
| <a href="#">1/3 PAGE HORIZONTAL</a>                | 78 mm x 195 mm   | N/A              | N/A              |
| <a href="#">1/3 PAGE HORIZONTAL DOUBLE SPREAD*</a> | 75 mm x 410 mm   | 91 mm x 440 mm   | 101 mm x 450 mm  |
| <a href="#">1/2 PAGE VERTICAL WITH BLEED</a>       | 260 mm x 89 mm   | 275 mm x 104 mm  | 285 mm x 114 mm  |
| <a href="#">1/2 PAGE VERTICAL</a>                  | 252 mm x 92 mm   | N/A              | N/A              |
| <a href="#">1/3 PAGE VERTICAL WITH BLEED</a>       | 260 mm x 56.5 mm | 275 mm x 71.5 mm | 285 mm x 81.5 mm |
| <a href="#">1/3 PAGE VERTICAL</a>                  | 252 mm x 60 mm   | N/A              | N/A              |
| <a href="#">1/4 PAGE HORIZONTAL</a>                | 60 mm x 190 mm   | N/A              | N/A              |
| <a href="#">DOUBLE PAGE 1/4 HORIZONTAL</a>         | 60 mm x 410 mm   | N/A              | N/A              |
| <a href="#">SPONSORSHIP STRIP</a>                  | 22 mm x 190 mm   | N/A              | N/A              |
| <a href="#">DOUBLE PAGE SPONSORSHIP STRIP</a>      | 22 mm x 410 mm   | N/A              | N/A              |

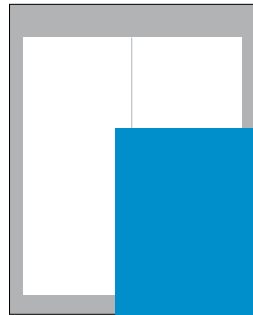
\* Please see notes below regarding special requirements for advertisements covering double page spreads.

## ASSET ODYSSEY SPECS

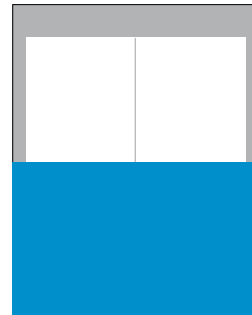
| SIZE   | TYPE AREA (DxW) | TRIM SIZE (DxW) | BLEED SIZE (DxW) |
|--|-----------------|-----------------|------------------|
| <a href="#">FULL PAGE</a>                            | 225 x 160       | 255 x 190       | 265 x 200        |
| <a href="#">DOUBLE PAGE SPREAD</a>                   | 225 x 350       | 255 x 380       | 265 x 390        |
| <a href="#">1/2 PAGE HORIZONTAL</a>                  | 108 x 160       | 123 x 190       | 133 x 200        |
| <a href="#">1/2 PAGE DOUBLE SPREAD</a>               | 108 x 350       | 123 x 380       | 133 x 390        |
| <a href="#">1/3 PAGE HORIZONTAL</a>                  | 68 x 160        | 83 x 190        | 93 x 200         |
| <a href="#">1/3 DOUBLE PAGE SPREAD</a>               | 68 x 350        | 83 x 380        | 93 x 390         |
| <a href="#">1/2 PAGE VERTICAL</a>                    | 225 x 75        | 255 x 90        | 265 x 100        |
| <a href="#">1/3 PAGE VERTICAL</a>                    | 225 x 43        | 255 x 58        | 265 x 68         |
| <a href="#">1/4 BOX</a>                              | 108 x 75        | NA              | NA               |
| <a href="#">JUNIOR PAGE</a>                          | 139 x 96        | NA              | NA               |
| <a href="#">STRIP</a>                                | 40 x 160        | NA              | NA               |
| <a href="#">DOUBLE PAGE SPREAD STRIP</a>             | 40 x 350        | NA              | NA               |
| <a href="#">SPONSORSHIP STRIP</a>                    | 22 x 160        | NA              | NA               |
| <a href="#">DOUBLE PAGE SPREAD SPONSORSHIP STRIP</a> | 22x350          | NA              | NA               |



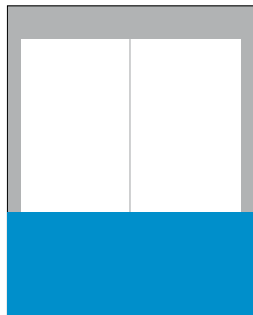
FULL PAGE



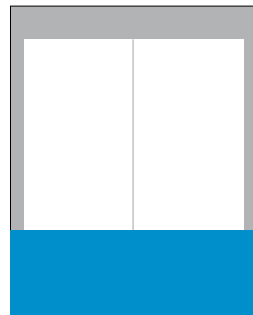
JUNIOR PAGE



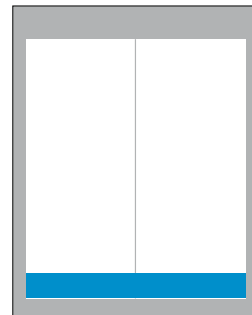
HALF PAGE HORIZONTAL



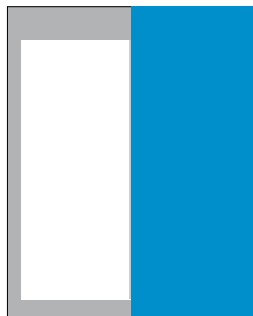
THIRD PAGE HORIZONTAL



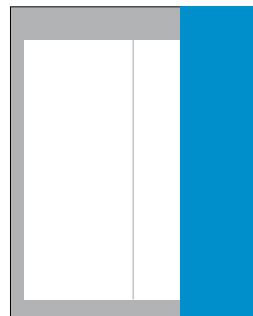
QUARTER PAGE HORIZONTAL



SPONSORSHIP STRIP



HALF PAGE VERTICAL



THIRD PAGE VERTICAL

- Measurements are given as depth x width (mm).
- All live copy must be kept within the type area; this includes all text, keylines and keycodes. We accept no responsibility for any type that falls outside of this area.
- Type Area Only specs on 1/4 page horizontal and sponsorship strip ads are designed to sit within the type area of the whole page.
- For type area across the gutter, please allow minimum of 3 mm clearance on each side of the spine.
- Perfect-bound issues require a wider gutter. Please allow a minimum of 6mm clearance on each side of the spine.
- Do not use fine borders less than 3 mm around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.
- Mechanical specifications are subject to change without notice. Please confirm with Production.

# MECHANICAL SPECS FOR ASSET MAGAZINE

## DELIVERY REQUIREMENTS

Asset now accepts material that is submitted as PDF via Quickcut and Websend. When ads are received all messages that accompany the ad are checked and an acceptance will be generated once the material is approved.

## BOOKING NUMBER

There are a number of mandatory fields that must be entered prior to acceptance of your advertisement. One of these fields is the booking number. Please contact the Advertising Production Co-ordinator on 02 9282 3322 or your Account Manager to obtain the booking number for your creative.

## FORMAT

Asset only accepts advertising material in digital format. Please refer to the specification website: [www.adcentre.com.au/specs--deadlines-search.aspx](http://www.adcentre.com.au/specs--deadlines-search.aspx)

## PRINT SPECIFICATIONS

|               |                     |
|---------------|---------------------|
| Process       | Four colour process |
| Resolution    | 300 dpi             |
| Dot structure | Round               |

## STORAGE AND REPEATS

Fairfax Media will store digitally supplied material for a period of six months. Repeat ads may be arranged with the Advertising Co-ordinator using the booking number relevant to the required publish date. However, it is advisable to resend the advertising material for each schedule to ensure that you run the material you require.

## PROOFS

Fairfax Media will only accept 3DAPv2 compliant proofs with colour bars and trim marks. 3Dapv2 compliant proofs provide an accurate representation of the intended print result and are necessary for us to ensure colour accuracy on press. For this reason, If you choose not to supply a digital proof, Fairfax Media cannot be held responsible if the printer result varies from what the client has approved. To produce adequate digital proofs we require 3DAPv2 approved digital proofs (see [www.3dap.com.au](http://www.3dap.com.au)).

## DISCLAIMER

While internal production processes may verify that material is within specifications, the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs.

*Fairfax Media reserves the right to refuse any material that does not meet the Fairfax specifications.*