

## FULL PAGE

Bleed size	307mm deep 240mm wide
Trim size	297mm deep 230mm wide
Type area	276mm deep 200mm wide

## DOUBLE PAGE SPREAD

Bleed size	307mm deep 470mm wide
Trim size	297mm deep 460mm wide
Type area	277mm deep 440mm wide

(type area note: allow an additional 10mm in centre for spine)

## 1/2 PAGE DOUBLE PAGE SPREAD

Bleed	153mm deep 470mm wide*
	* no bleed on the top of the ad
Trim	148mm deep 460mm wide

## 1/2 PAGE

VERTICAL	
Type Area	276mm deep 95mm wide
HORIZONTAL	
Type Area	130mm deep 200mm wide
JUNIOR	
Type Area	200mm deep 130mm wide

## 1/3 PAGE

VERTICAL	
Type area	276mm deep 60mm wide
HORIZONTAL	
Type area	80mm deep 200mm wide

## 1/4 PAGE

VERTICAL	
Type area	130mm deep 95mm wide
HORIZONTAL	
Type area	64mm deep 200mm wide

## HOLESHOT

### FULL PAGE

Bleed Size	307mm deep x 206mm wide
Trim	297mm deep x 206mm wide
Type	270mm deep x 190mm wide

### DPS

Bleed Size	307mm deep x 412mm wide
Trim	297mm deep x 412mm wide
Type	270mm deep x 380mm wide

### HALF PAGE

Note: allow room for spine

Trim	132mm deep x 190mm wide
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## MOTORMART

1/6 vertical	60mm wide x 120mm deep
1/6 horizontal	124mm wide x 57mm deep
1/3 vertical	60mm wide x 270mm deep
1/3 horizontal	190mm wide x 86mm deep
1/3 square	124mm wide x 124mm deep
1/4 horizontal	190mm wide x 60mm deep
1/4 portrait	92mm wide x 125mm deep
1/9 vertical	60mm wide x 88mm deep
2/9 vertical	60mm wide x 177mm deep
1/12 horizontal	60mm wide x 57mm deep

## STRIP AD

	190mm wide x 36mm deep
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Note: This section has a banner which gets placed on the outside of the page

# DIGITAL

## Mechanical Specifications

### UNIVERSAL MEDIA CO. USES CTP TECHNOLOGY IN PRODUCTION OF THIS MAGAZINE

### COMPLETE MATERIAL IS TO BE SUPPLIED AS A HIGH-RESOLUTION PDF ONLY

PDF files will be accepted by:

#### EMAIL

Please email materials to the below address.

#### WeTransfer

A free file transferring service that can be accessed at [wetransfer.com](http://wetransfer.com). This platform is ideal for large files. Please direct files to the below email address.

#### Dropbox

Please direct files to the below email address.

### DIGITAL SPECS

- All images MUST be 300 dpi
- Images and graphics used in the document should be saved as Greyscale or CMYK. Elements saved in the RGB or spot colour mode are not acceptable. Please check all files carefully as rgb and spot colours will not print accurately.

Note: We do not accept Powerpoint, Word, Excel, QuarkXpress and Publisher files. Also please take care when setting up your files to ensure that no overprints have been unintentionally used. We will not take responsibility for files

### PROOFS:

Please include a colour proof with all material. If a commercial 3DAP proof is not supplied, we cannot be held responsible for the colour of your printed advertisement.

Universal Media Co. will only take responsibility for accurate colour reproduction of a digital ad if a digital proof is supplied in accordance with 3DAP guidelines. Website - [www.3dap.com.au](http://www.3dap.com.au) For more information or to obtain a 3DAP proof you can contact WEBSSEND (03 8689 9000)

Note: Colour matching cannot be done unless a colour commercial 3DAP printer proof is supplied. If a proof is not supplied we will not accept responsibility for exact colour reproduction. Laser proofs are not considered a commercial printer proof.

# UNIVERSAL MEDIACO

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