# **EatWell**

#### **DISPLAY ADVERTISING**

FULL PAGE	
Bleed size	310mm deep 230mm wide
Trim size	300mm deep 220mm wide
Type area	270mm deep 190mm wide
DOUBLE PAGE SPREAD	
Bleed size	310mm deep 450mm wide
Trim size	300mm deep 440mm wide
Type area	270mm deep 420mm wide
1/2 PAGE HORIZONTAL	NO BLEED
Type area	130mm deep 188mm wide
1/2 PAGE VERTICAL	NO BLEED
Type area	263mm deep 92mm wide
1/4 PAGE HORIZONTAL	NO BLEED
Type area	65mm deep 188mm wide
1/4 PAGE VERTICAL	NO BLEED
Type area	130mm deep 92mm wide

## **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. 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 ca refully 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 unintentially 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 For more information or to obtain a 3DAP proof you can contact WEBSEND (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.



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