

4WDSUV&UTE BUYER'S GUIDE

DIGITAL Mechanical Specifications

FULL PAGE

Bleed size	288mm deep 220mm wide
Trim size	278mm deep 210mm wide
Type area	258mm deep 190mm wide

DOUBLE PAGE SPREAD

Bleed size	288mm deep 430mm wide
Trim size	278mm deep 420mm wide
Type area	258mm deep 400mm wide

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

1/2 PAGE DOUBLE PAGE SPREAD

BLEED	144mm deep 430mm wide*
	* no bleed on the top of the ad
TRIM	139mm deep 420mm wide

1/2 PAGE

VERTICAL	
Type Area	250mm deep 88mm wide
HORIZONTAL	
Type Area	125mm deep 185mm wide
JUNIOR	
Type Area	180mm deep 115mm wide

1/3 PAGE

VERTICAL	
Type area	250mm deep 55mm wide
HORIZONTAL	
Type area	80mm deep 185mm wide

1/4 PAGE

VERTICAL	
Type area	120mm deep 88mm wide

MOTORMART

1/6	55mm wide x 112mm deep
1/3 SQUARE	115mm wide x 112mm deep
1/4 HORIZONTAL	174mm wide x 53mm deep
1/12	55mm wide x 53mm deep
1/6 HORIZONTAL	115mm wide x 53mm deep
1/9	55mm wide x 74mm deep
1/3 HORIZONTAL	174mm wide x 73mm deep
1/2 HORIZONTAL	174mm wide x 111mm deep
1/4 SQUARE	85mm wide x 111mm deep
1/3 VERTICAL	55 wide x 227 deep

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DIGITAL SPECS

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