

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

MOTORMART

1/6 vertical	63mm wide x 119mm deep
1/6 horizontal	131mm wide x 57mm deep
1/3 vertical	63mm wide x 244mm deep
1/3 horizontal	200mm wide x 78mm deep
1/3 square	131mm wide x 119mm deep
1/4 horizontal	200mm wide x 57mm deep
1/4 square	97mm wide x 119mm deep
1/2 horizontal	200mm wide x 119mm deep
1/9 vertical	63mm wide x 80mm deep
2/9 vertical	63mm wide x 158mm deep
1/12 horizontal	63mm wide x 57mm deep

STRIP AD

	200mm wide x 36mm deep
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UNIVERSAL MEDIA CO. USES CTP TECHNOLOGY IN PRODUCTION OF THIS MAGAZINE

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

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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 For more information or to obtain a 3DAP proof you can contact WESEND (03 8689 9000)

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