

Artwork specifications

PRINT ADVERTISING

Height x Width

*Double Page Spread	340mm x 480mm	1/3 Vertical	300mm x 70mm	1/8 Horizontal	33mm x 214mm
*Full Page	340mm x 240mm	1/4 Block	140mm x 105mm	1/8 Vertical	140mm x 50mm
1/2 Horizontal	140mm x 214mm	1/4 Horizontal	67mm x 214mm	1/16 Block	67mm x 50mm
1/2 Vertical	300mm x 105mm	1/4 Vertical	300mm x 50mm	1/16 Horizontal	33mm x 105mm
1/3 Horizontal	92mm x 214mm	1/8 Block	67mm x 105mm		

* Add 5mm bleed. Avoid running text through the centre fold of DPS.

ARTWORK DETAILS

Format

The preferred format for supplied artwork is PDF [Portable Document Format]. Must be supplied in CMYK as a high quality PDF with fonts and images embedded.

Dimensions

Supplied artwork to the exact advert dimensions [see table]. Full Page and DPS adverts require bleed [see table].

Type

For single colour fonts - minimum type size is 7pt.
For reverse and non-single colour fonts - minimum size is 9pt.

Colour

All colour artwork to be supplied as CMYK [Cyan, Magenta, Yellow, Black].
Do not use RGB or Spot colours in your artwork. Spot colour or RGB files are not accepted.

Images and Logos

Must be a minimum of 300dpi at the final used size. Images and logos must be CMYK with mid-tones lightened.

Ink Weight

Total weight should not exceed 230%.

Disclaimers & Responsibility

In house artwork design 10% loading. Strict 3 proof policy, additional changes will incur an extra cost. All endeavours will be made to match colours to artwork supplied, but *The Adelaide Review* will not be held responsible for variations in printed colour. It is the responsibility of the client to ensure all fonts used in their advertisement are properly licensed. The supplier of the advert assumes all responsibility for obtaining copyright clearance for all content in the advertisement when material is supplied to *The Adelaide Review*, and is liable for any copyright infringement if permission is not obtained.

DIGITAL ADVERTISING

Display Advertising

	Size	File Type	File Size
Leaderboard	728 x 90 / 320x50[mobile]	GIF, JPEG or PNG	1MB Max
MREC	300 x 250	GIF, JPEG or PNG	1MB Max
Half Page	300 x 600	GIF, JPEG or PNG	1MB Max

Custom

Video Ad	30 seconds	YouTube Link, mp4	N/A
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Advertorial Specs

Logo	N/A	Eps, PNG	High res
Static Image	800 x 530	GIF, JPEG or PNG	Max 200kb
Video	YouTube Video URL	Provide YouTube ID	

Newsletter Specs

Standard Banner	728 x 90	GIF, JPEG or PNG	1Mb Max
Mega Banner	728 x 180	GIF, JPEG or PNG	1Mb Max
Solus	600 x 1200	GIF, JPEG or PNG	2Mb Max

