

ARTWORK SPECIFICATIONS



PAGE SPECIFICATIONS

Summary

For material requirements specific to individual publications, please request a media kit for that publication, by emailing media@executivemedia.com.au, with the publication in the subject line.

PRINT ADVERT SIZES

All our publications are A4 unless otherwise specified, however please note that we allow for page margins on adverts smaller than full pages.

All print ads should be supplied as high-res (300dpi), CMYK, print-ready PDFs.

Full page

Bleed Size	220mm x 307mm
Page Size	210mm x 297mm
Live Area	180mm x 267mm

Half page

Vertical	85mm x 260mm
Horizontal	177mm x 125mm

Quarter page

Vertical	85mm x 125mm
Horizontal	177mm x 60mm

Eighth page (*Caravanning Australia only*)

Horizontal	85mm x 60mm
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ADVERTORIAL WORD COUNTS

3 Pages	1300 + 3 pics
2 Pages	900 + 2 pics
Full page	450 + 1 pics
Half page	200 + 1 pic
Quarter page	100 + pic

All word limits +/- 10%

DIGITAL ADVERTISING

Caravanning Australia website

Article Bottom Banner

825 x 101 pixels

Footer Banner

1110 x 140 pixels

Sidebar (small box)

255 x 215 pixels

Related Post Banner (tower)

255 x 510 pixels

Newsletter strip ad

Caravanning Australia and Traces magazines

800 x 150 pixels

MATERIAL REQUIREMENTS:

- Advertisements must be supplied as press-ready high-resolution (300dpi) PDF files.
- Pantone (and other spot) colours **MUST** be converted to CMYK.
- Editorial must be supplied as a Microsoft Word file, not in the body of an email or PDF.
- Images contained within adverts must have an effective resolution of at least 250ppi at print size. A minimum of 300ppi is strongly recommended to avoid pixelation.
- Images to be supplied as high-resolution (300DPI) JPG, TIFF or PNG files. Images must not be embedded in Microsoft Word documents.
- Material placed outside the live area may be cut off in the print finishing process and it is recommended all critical content sits within this area.
- If running heading or banner type across the gutter of a double page spread, please allow for image loss in the spine (approx 5mm gutter).
- PDF printer marks must be positioned outside the bleed area to avoid them being visible. Crop marks are not required.
- Please clarify running order if more than one advert has been booked.
- All white elements to be set to knock-out.
- All fonts must be embedded into the PDF file.
- Please avoid repeating the same image/s in editorial pages that have been used in advert artwork. Executive Media can source stock images when necessary.

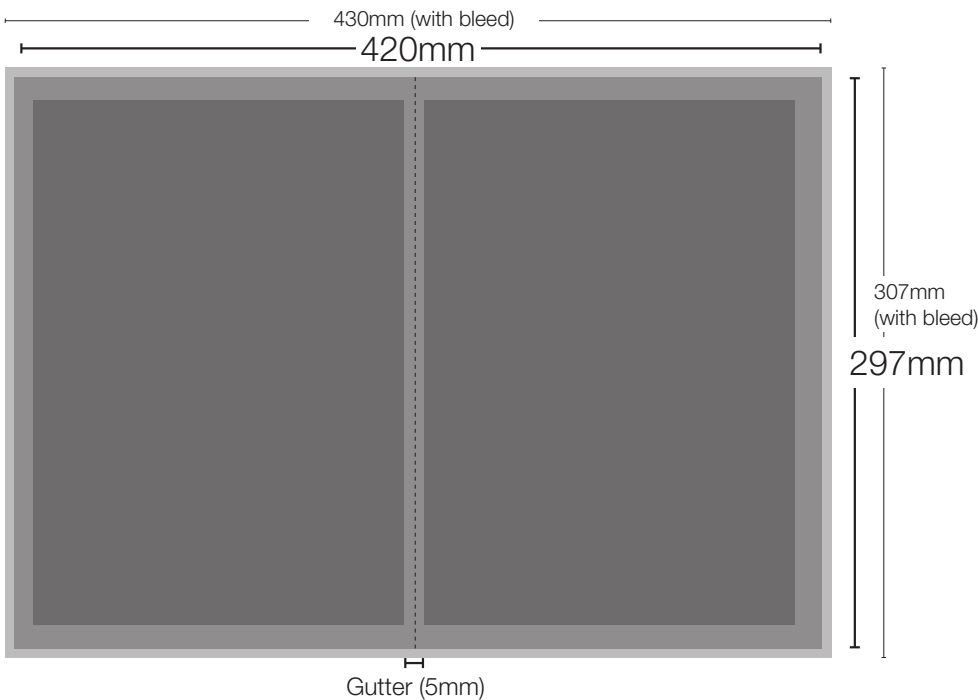
WE DO NOT ACCEPT:

- Photos, illustrations and logos as RGB pictures, JPEG compression, or embedded in Word documents.
- Images obtained from, or created for, websites.
- Software such as Corel Draw, Publisher, Microsoft Office applications; these files must be converted to PDFs.
- Spot colours (all colours to be CMYK). Executive Media will not take responsibility for any supplied spot colours appearing different in print.
- We do not accept logos as, or imposed on, editorial images.
- Headshots as the primary editorial image. Author headshots can be included at a smaller size, and should be supplied with an additional image for editorial bookings
- Embedded hyperlinks in editorial. Any urls must be included within the text to be read correctly by the software for replication in the digital edition. Requests to include trackable links that are different to the print advertisement may incur an additional fee

Please note: printed colours may vary from how they appear on screen. While all care is taken, Executive Media takes no responsibility for any colour discrepancy between screen and print outcomes.

Finished Advert

*diagrams not to scale



NOTE

Resolution: 300dpi or above
Bleed: 5mm bleed required
Live area: Try to keep text at least 15mm from page edge – anything outside of this could get lost in the guillotining or binding process.
Gutter: Please allow for a 5mm gutter for images that run across the spread, and avoid running any type across the centre.

✔ Accepted Files:

- PDF (.pdf)
- 300dpi JPEG (.jpeg)
- 300dpi TIFF (.tif)
- 300dpi Portable Network Graphic (.png)

✘ Unacceptable Files:

- Word Documents (.doc, .docx)
- Publisher (.pub)
- Bitmap (.bmp)
- Images created for, or pulled from, websites (too low res)

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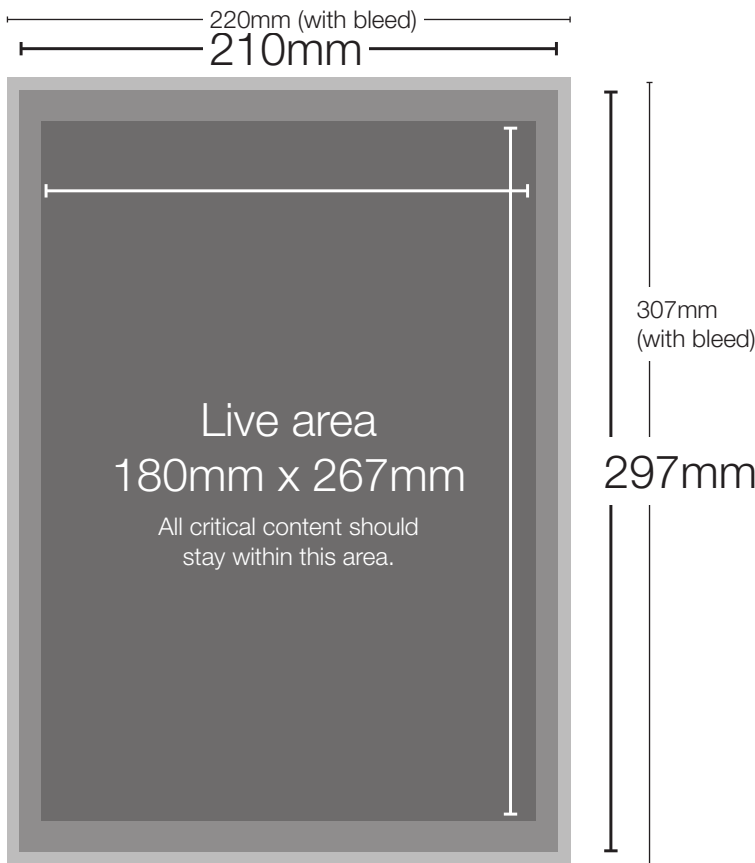
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EDITORIAL

- 450 words
- Image (300dpi or above)

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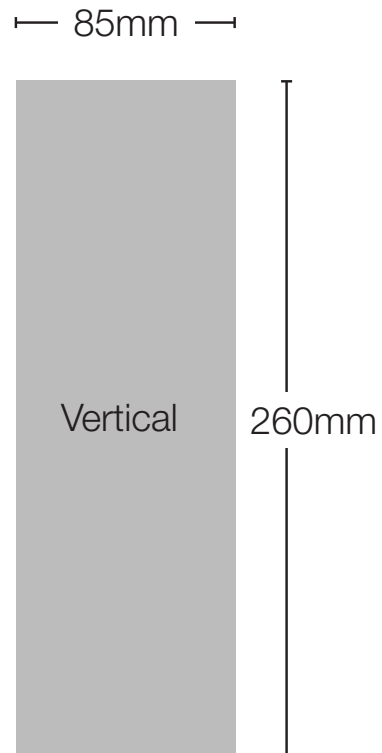
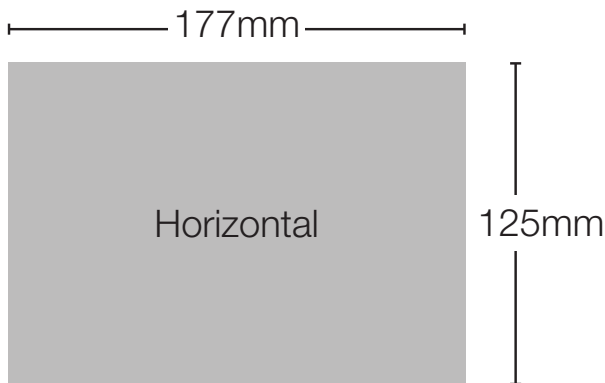
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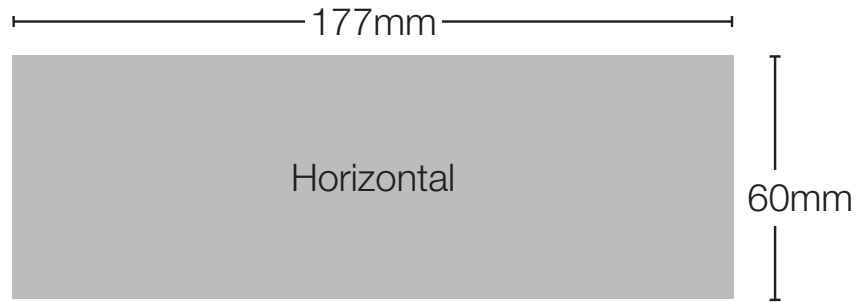
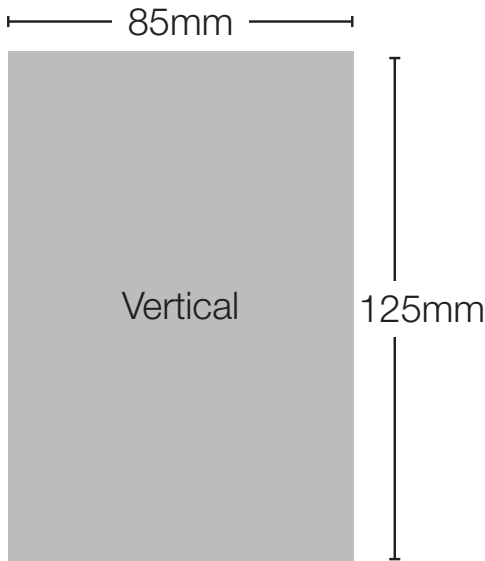
EDITORIAL

- 200 words
- Image (300dpi or above)

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- Bitmap (.bmp)
- Images created for, or pulled from, websites (too low res)

EDITORIAL

- 100 words
- Image (300dpi or above)

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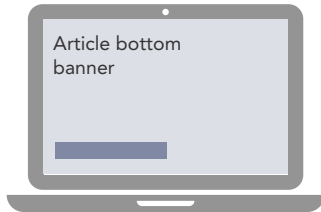
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Dimensions (width x height in pixels)

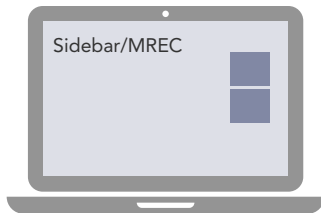
Website



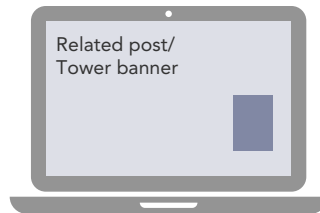
825 x 101px



1110 x 140px



255 x 215px



255 x 510px

- All files to be supplied as minimum 72dpi image files (jpeg or png) at the correct size.
- Working link to be supplied with artwork.
- Space is very limited on web adverts. Please restrict any wording to critical information only ie contact info, tag line or call to action.

Newsletter eDM



800 x 150px