

FAST FACTS

- Sizes

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|------------------------------------|-----------------------|
| ¼ Size Panel | 120mm (h) x 82mm (w) |
| ½ Size Panel | 120mm (h) x 177mm (w) |
| ½ Size Panel Vertical Strip | 256mm (h) x 82mm (w) |
| 3 Quarter Strip | 50mm (h) x 300mm (w) |
| 3 Quarter STD Strip | 110mm (h) x 300mm (w) |
| 4 Quarter Strip | 120mm (h) x 325mm (w) |
| 5 Quarter Strip | 120mm (h) x 420mm (w) |
| 5 Quarter Strip | 120mm (h) x 512mm (w) |
- Supply art as press-optimised PDF
- Distill with crop marks & 3mm bleed
- CMYK Euroscale V2 profile is used in our printing
- No spot colours or RGB
- No borders (we put a 1pt black border on all ads)

FILE FORMATS

Preferred - Artwork should be supplied as press-optimised PDF, with embedded raster images at 300dpi CMYK and all fonts embedded (i.e. not as subsets). PDF files which are optimised for emailing or viewing on screen are generally not suitable for printing.

If required we can also accept Adobe InDesign, Illustrator or Photoshop files (up to CS3) provided **ALL** fonts and links are provided.

We will not accept Quark, PageMaker, Freehand or any Microsoft Office files.

Pro-Visual's Production Department is Mac based.

PROOFING & COLOURS

Please avoid using spot colours. If they are used we ask that you convert them to process to your satisfaction as many are outside the CMYK gamut so may not reproduce accurately.

All submissions, where possible, should be accompanied by a printed proof. If colour accuracy is vital, the artwork must be accompanied by a professionally calibrated proof and we will endeavour to match it as closely as possible. If the proof supplied is otherwise, it will be used as a layout proof only.

Slight variations in colour due to physical factors such as paper density, ink variations, slight variations in press calibration etc. are generally regarded as acceptable.

If no proof is supplied, we cannot be held responsible for errors in the final printing.

TIPS

- Please ensure all artwork is CMYK with no spot colours or RGB objects in the layout.
- All raster images must be CMYK 300dpi. We discourage the use of JPG's except where very low compression is used.
- If type is used in an image we recommend it be saved at 600dpi.
- Except for PDF's, all files should have all fonts (OpenType or Mac Type 1) included. Please include the full character set, not a subset.
- Please embed the full character set, not a subset, in all PDF's.
- Illustrator files may have the type converted to paths. In this case, and for any Illustrator vector objects, please ensure the document raster settings are at 300dpi CMYK.
- If Illustrator type is not converted to paths, please include the font file with your submission.
- If supplying the layout as a Photoshop file, please ensure it is CMYK, is at least 300dpi and is at actual size. Note that rasterised type will not print as sharply as vector type.

ARTWORK SUBMISSIONS

File Transfer:

<http://dropbox.yousendit.com/pvp> (click for link)

Mail:

Pro-Visual Publishing
PO Box Q848
QVB Post Office NSW 1230

Attn: Cristin Tatham

Courier:

Pro-Visual Publishing
Level 5, 117 York St
Sydney NSW 2000

Attn: Advertising Coordinator

Email:

ctatham@provisual.com.au

Email and file transfer submissions should be followed by a printed proof to the standard you require.

Please ensure all your relevant contact details are included should we need to follow up.

Any questions at all, please give us a call.