

MECHANICAL SPECIFICATIONS

ADVERT SPECS



DOUBLE PAGE SPREAD
TRIM 420 x 297mm
BLEED 430 x 307mm
PRINT AREA 400 x 277mm



DOUBLE 1/2 PAGE SPREAD
TRIM 420 x 137.5mm
BLEED 430 x 140.5mm
PRINT AREA 400 x 127.5mm



FULL PAGE
T 210 x 297mm
B 220 x 307mm
PA 190 x 277mm



1/2 PAGE H
T 210 x 145mm
B 220 x 155mm
PA 190 x 125mm



1/2 PAGE V
T 100 x 297mm
B 110 x 307mm
PA 80 x 277mm



1/3 PAGE V
T 65 x 297mm
B 75 x 307mm
PA 45 x 277mm



1/3 PAGE
T 210 x 90mm
B 220 x 100mm
PA 190 x 70mm



1/4 PAGE
88 x 120mm

WEBSITE



BANNER
728 x 90px
72dpi/ppi
RGB

MED. RECTANGLE
300 x 250px
72dpi/ppi
RGB

MECHANICAL SPECIFICATIONS

- PRINT ADVERTISING

PRINTING: Sheetfed offset / 175 lpi

Prime Creative Media will only accept material that adheres to the following information. Material that does not adhere to this criteria will be rejected.

SUPPLIED MATERIAL

- Media is to be supplied to the correct publication page size. Taking special care to include bleed, trim and registration marks. (Minimum bleed size is 5mm. Trim and registration marks must lay 3mm outside of the trim)
- Material must be supplied as a press ready pdf. All other formats will be rejected.
- Avoid running type across the gutter of a double page spread.
- All fonts need to be embedded into the PDF file
- Files must be saved in CMYK format. Any non-process colors included in the file will be converted to CMYK. Conversion process may compromise the integrity of the file and waives our color guarantee.
- Images need to be of a minimum 300dpi at print size.
- Solid black panels or backgrounds should carry 40% Cyan to reinforce the black print
- Total ink limit should not exceed 300%

ADVERTISING MATERIAL FOR IN-HOUSE DESIGN

- Images to be supplied as jpegs*
- Text to be supplied as a text file or Word document
- Logos to be supplied as vector eps files

* Images and logos used on websites are not acceptable for printing purposes

Terms & Conditions

All advertisements for Prime Mover Magazine are accepted and published by Prime Creative on the assumption that the advertiser and/or advertising agency are authorised to publish the entire contents and subject matter thereof. Prime Creative reserves the right to reject, exclude or cancel any advertising at any time. In consideration of publication of an advertisement, the advertiser and/or agency, jointly and severally, will indemnify and hold harmless Prime Creative, its officers, agents and employees against expenses and losses resulting from the publication of the advertisement including, but not all limited to, any claims or suits for libel, violation of right of privacy, copyright or trademark infringement, plagiarism or false and misleading advertising. Neither the advertiser nor its agency may cancel after the closing date. All cancellations must be in writing, and is not considered effective until confirmed in writing by the Publisher. The Publisher accepts no responsibility to remove or alter live matter without written consent from the advertiser or agency five days prior to closing. Finally, the Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond the Publisher's control.

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