

Asset

FINANCIAL REVIEW

2010

MECHANICAL

SPECS

AD SIZE SPECS

SIZE	TYPE AREA (DxW)	TRIM SIZE (DxW)	BLEED SIZE (DxW)
DOUBLE PAGE SPREAD*	244 mm x 410 mm	275 mm x 440 mm	285 mm x 450 mm
FULL PAGE	255 mm x 200 mm	275 mm x 220 mm	285 mm x 230 mm
JUNIOR PAGE	165 mm x 126 mm	N/A	N/A
1/2 PAGE DOUBLE SPREAD*	118 mm x 410 mm	134 mm x 440 mm	144 mm x 450 mm
1/2 PAGE HORIZONTAL WITH BLEED	118 mm x 205 mm	134 mm x 220 mm	144 mm x 230 mm
1/2 PAGE HORIZONTAL	121 mm x 195 mm	N/A	N/A
1/3 PAGE HORIZONTAL WITH BLEED	76 mm x 205 mm	91 mm x 220 mm	101 mm x 230 mm
1/3 PAGE HORIZONTAL	78 mm x 195 mm	N/A	N/A
1/3 PAGE HORIZONTAL DOUBLE SPREAD*	75 mm x 410 mm	91 mm x 440 mm	101 mm x 450 mm
1/2 PAGE VERTICAL WITH BLEED	260 mm x 89 mm	275 mm x 104 mm	285 mm x 114 mm
1/2 PAGE VERTICAL	252 mm x 92 mm	N/A	N/A
1/3 PAGE VERTICAL WITH BLEED	260 mm x 56.5 mm	275 mm x 71.5 mm	285 mm x 81.5 mm
1/3 PAGE VERTICAL	252 mm x 60 mm	N/A	N/A
1/4 PAGE HORIZONTAL	60 mm x 190 mm	N/A	N/A
DOUBLE PAGE 1/4 HORIZONTAL	60 mm x 410 mm	N/A	N/A
SPONSORSHIP STRIP	22 mm x 190 mm	N/A	N/A
DOUBLE PAGE SPONSORSHIP STRIP	22 mm x 410 mm	N/A	N/A

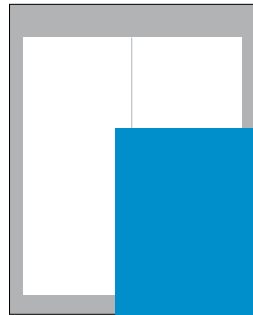
* Please see notes below regarding special requirements for advertisements covering double page spreads.

ASSET ODYSSEY SPECS

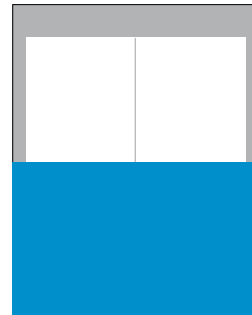
SIZE	TYPE AREA (DxW)	TRIM SIZE (DxW)	BLEED SIZE (DxW)
FULL PAGE	225 x 160	255 x 190	265 x 200
DOUBLE PAGE SPREAD	225 x 350	255 x 380	265 x 390
1/2 PAGE HORIZONTAL	108 x 160	123 x 190	133 x 200
1/2 PAGE DOUBLE SPREAD	108 x 350	123 x 380	133 x 390
1/3 PAGE HORIZONTAL	68 x 160	83 x 190	93 x 200
1/3 DOUBLE PAGE SPREAD	68 x 350	83 x 380	93 x 390
1/2 PAGE VERTICAL	225 x 75	255 x 90	265 x 100
1/3 PAGE VERTICAL	225 x 43	255 x 58	265 x 68
1/4 BOX	108 x 75	NA	NA
JUNIOR PAGE	139 x 96	NA	NA
STRIP	40 x 160	NA	NA
DOUBLE PAGE SPREAD STRIP	40 x 350	NA	NA
SPONSORSHIP STRIP	22 x 160	NA	NA
DOUBLE PAGE SPREAD SPONSORSHIP STRIP	22x350	NA	NA



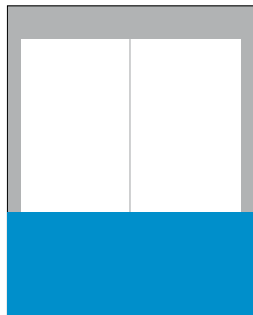
FULL PAGE



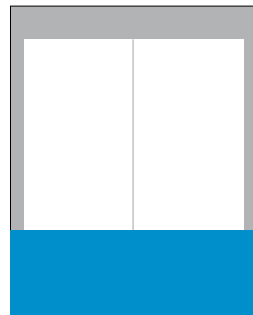
JUNIOR PAGE



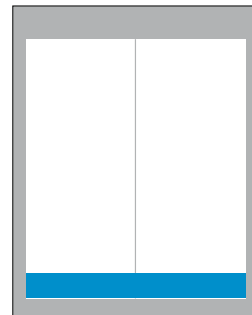
HALF PAGE HORIZONTAL



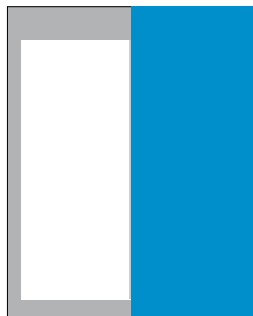
THIRD PAGE HORIZONTAL



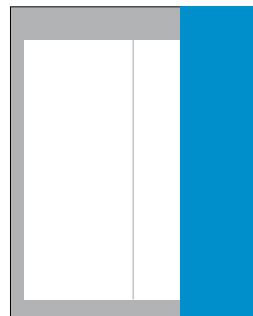
QUARTER PAGE HORIZONTAL



SPONSORSHIP STRIP



HALF PAGE VERTICAL



THIRD PAGE VERTICAL

- Measurements are given as depth x width (mm).
- All live copy must be kept within the type area; this includes all text, keylines and keycodes. We accept no responsibility for any type that falls outside of this area.
- Type Area Only specs on 1/4 page horizontal and sponsorship strip ads are designed to sit within the type area of the whole page.
- For type area across the gutter, please allow minimum of 3 mm clearance on each side of the spine.
- Perfect-bound issues require a wider gutter. Please allow a minimum of 6mm clearance on each side of the spine.
- Do not use fine borders less than 3 mm around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.
- Mechanical specifications are subject to change without notice. Please confirm with Production.

MECHANICAL SPECS FOR ASSET MAGAZINE

DELIVERY REQUIREMENTS

Asset now accepts material that is submitted as PDF via Quickcut and Websend. When ads are received all messages that accompany the ad are checked and an acceptance will be generated once the material is approved.

BOOKING NUMBER

There are a number of mandatory fields that must be entered prior to acceptance of your advertisement. One of these fields is the booking number. Please contact the Advertising Production Co-ordinator on 02 9282 3322 or your Account Manager to obtain the booking number for your creative.

FORMAT

Asset only accepts advertising material in digital format. Please refer to the specification website: www.adcentre.com.au/specs--deadlines-search.aspx

PRINT SPECIFICATIONS

Process	Four colour process
Resolution	300 dpi
Dot structure	Round

STORAGE AND REPEATS

Fairfax Media will store digitally supplied material for a period of six months. Repeat ads may be arranged with the Advertising Co-ordinator using the booking number relevant to the required publish date. However, it is advisable to resend the advertising material for each schedule to ensure that you run the material you require.

PROOFS

Fairfax Media will only accept 3DAPv2 compliant proofs with colour bars and trim marks. 3Dapv2 compliant proofs provide an accurate representation of the intended print result and are necessary for us to ensure colour accuracy on press. For this reason, If you choose not to supply a digital proof, Fairfax Media cannot be held responsible if the printer result varies from what the client has approved. To produce adequate digital proofs we require 3DAPv2 approved digital proofs (see www.3dap.com.au).

DISCLAIMER

While internal production processes may verify that material is within specifications, the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs.

Fairfax Media reserves the right to refuse any material that does not meet the Fairfax specifications.