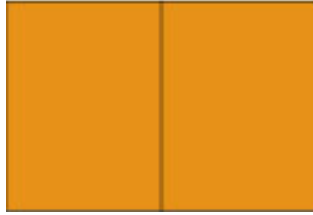


PAGE MECHANICAL SPECIFICATIONS

DOUBLE PAGE SPREAD



Trim 275 high x 450mm wide
Type 235 high x 410mm wide
Bleed 285 high x 460mm wide

FULL PAGE



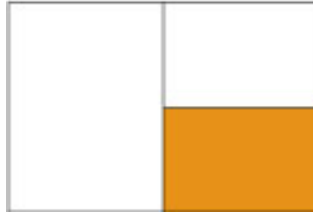
Trim 275 high x 225mm wide
Type 235 high x 185mm wide
Bleed 285 high x 235mm wide

HALF PAGE VERTICAL



Trim 275 high x 105mm wide
Type 235 high x 85mm wide
Bleed 285 high x 115mm wide

HALF PAGE HORIZONTAL



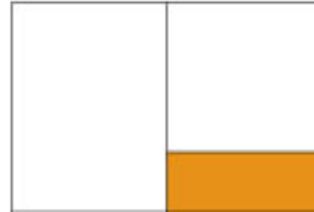
Trim 135 high x 225mm wide
Type 115 high x 185mm wide
Bleed 145 high x 235mm wide

THIRD PAGE VERTICAL



Trim 275 high x 75mm wide
Type 235 high x 55mm wide
Bleed 285 high x 85mm wide

THIRD PAGE HORIZONTAL



Trim 85 high x 225mm wide
Type 65 high x 185mm wide
Bleed 95 high x 235mm wide

SUBMITTING ARTWORK

Quickcut: Advertisements can be supplied via Quickcut. For more information on delivery, phone (02) 9938 7500 or at www.quickcut.com.au When supplying advertising material via Quickcut, please insure that the cover date and magazine name is entered. This will assist with keeping track of your advertisement.

Supported file type: high resolution Adobe PDF to Offset Alpine Printing specifications: Create one PDF file for each page from a postscript file using Adobe Acrobat Distiller. When creating postscript or PDF files please use the correct Printer Description (PPD) and Distiller job options to ensure correct processing of your file.

PDF Specifications and instructions: Contact us or download full specifications on producing PDFs, Adobe Acrobat Distiller job options settings, and the Printer Description file (PPD) from our website <<http://www.regionalfood.com.au/media>> or from the Offset Alpine Printing website <<http://www.offsetalpine.com.au/DigitalPP.htm>>

Printer Description: Use Offset Alpine “Prinerger Refiner” PPD available from the sources above.

Acrobat Distiller Settings: Use the “OAPPages.joboptions” available from the sources above.

Software: To ensure correct output of your files, PDFs can be created from Quark Xpress, Adobe InDesign or Adobe PageMaker. Instructions on how to output PDFs from these applications can be downloaded from the sources above. We do not accept Word, Coreldraw, Excel, Powerpoint, or any other PC software, or film.

Submitting artwork: PDF files can be submitted on CD or DVD (Apple compatible). Only include files and fonts that are to be output. Please delete unused objects and fonts from artwork.



ARTWORK

Document setup: for advertisement sizes shown above set Document Setup to same size as final trim size. (Does not apply to small space directory advertisements placed in the type area, which should be set up at actual size).

File names: File names should be up to 31 characters including the extension **.pdf**

When naming files avoid the following characters: ?"/\<>*:|=+[],.:^©®™•%İ° Do not use any spaces or dots at the end of file names.

Resolution: 300ppi at 100% scaling for images. Line art scans to be 1200ppi.

Colour: All colours to be process CMYK in all applications, including InDesign, QuarkXpress, PageMaker and linked Illustrator and Photoshop files. (No Pantone/spot or RGB colours).

Images and scans: All images and scans to be CMYK (not RGB) in TIFF or EPS (not DCS, PICT, BMP etc). When saving files in Adobe PhotoShop EPS do not include halftone screen or transfer function. Recommended colour settings for images: Ink colours: SWOP. Dot gain: Standard 20%. Separation type: GCR. Black ink limit: 100%. Total ink limit: 310%. UCR (Under Colour Removal): 0%.

Image doubling in double-page spreads: Regional Food Australia is perfect bound. Allow 6mm per spread (3mm per page) image-doubling for images which spread across the gutter.

Bleed: Set bleed to 5mm on all sides for all advertisements appearing on editorial pages at sizes shown above. Small space directory advertisements do not require bleed when placed in the type area.

Fonts: Include all printer and screen fonts used in your advertisement, including fonts used in EPS files. Do not use True Type fonts as they will not output. When using a font style (italic, bold etc) select only the actual postscript font for that style, rather than selecting the style in the application style menu.

Proof: Supply latest laser copies of final advertisement – composite and pre-separated. For accurate reproduction of colour all advertising material must be accompanied by a 3DAP approved proof.

3DAP proof of advertisement: For accurate reproduction all advertising material (either via Quickcut or CD/DVD) must be accompanied by a 3DAP approved proof. No responsibility will be taken for colour reproduction when a 3DAP proof is not supplied. To find out more about 3DAP guidelines, please visit their website www.3dap.com.au

We cannot guarantee reproduction if material does not conform to the above specifications. A fee will be charged for material supplied incorrectly to the above specifications and if we are required to make alterations or corrections. Material supplied without a 3DAP proof will be proofed and the cost billed to the advertiser.

REGIONAL FOOD COMMUNICATIONS Pty Ltd
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