

## Mechanical Specifications

As at 12 August 2004

Size	Trim size in mm depth x width	Type area in mm depth x width	Bleed in mm depth x width
Double Page	335mm x 500mm	308mm x 480mm	345mm x 510mm
Full Page	335mm x 250mm	308mm x 230mm	345mm x 260mm
Half Page - Horizontal	146mm x 230mm	n/a	no bleed
Quarter Page	146mm x 136mm	n/a	no bleed
Vertical Strip	290mm x 89mm	n/a	no bleed
Horizontal Strip	50mm x 230mm	n/a	no bleed

## Material Requirements

Printing Process	Four colour, sheet-fed on 90gsm A2 gloss. Printed CTP. Total ink density: 300%
Material required	Please supply <b>DIGITAL FILE</b> with colour proof the following format:
Digital File:	<b>PDF - via Quickcut only</b> - Quickcut code FICC, InDesign 2.0, Illustrator 10, Photoshop 7 in Macintosh OS9 compatible format. All fonts, logos and scans must be included on disk. If sending from a PC fonts must be imbedded.
Photographs/Images	Photographs must be supplied at 300 dpi resolution.
Media:	Quickcut, CD, email or Zip Disk 100mb.
Proofing:	We accept colour laser proofs, chromalin or other digital proofs. A lo-res PDF is acceptable if sending via email. Please note colour proofs are used as a guideline only.
Email:	Total of compressed or native files must be under 16 Mb. Please zip or stuff files or send a self extracting archive (sea). Please email to <a href="mailto:antheaw@charlton.com.au">antheaw@charlton.com.au</a> <b>NOTE: PLEASE DO NOT SEND PDF FILES VIA EMAIL - THEY WILL NOT BE ACCEPTED. ALL PDF FILES MUST COME THROUGH QUICKCUT ONLY.</b>
Artwork Alterations	Advertising material requiring text changes, typesetting or conversion will be subject to production charges at accepted trade rates and should be sent prior to the start of production
Please note	Any typefaces less than 10 point should not be used for reverses as blurring is likely to occur and typefaces with fine serifs and upstrokes should also be avoided
Production contact & artwork delivery	Anthea Warner, Production Manager, tel: (02) 9955 6299, fax (02) 9957 1512, Email: <a href="mailto:antheaw@charlton.com.au">antheaw@charlton.com.au</a> , Level 8, 122 Arthur Street, North Sydney NSW 2060

### Warranty & Indemnity

Advertisers and/or advertising agencies upon and by lodging material with the Publisher for publication or authorising or approving of the publication of any material INDEMNIFY the publisher, its directors, employees and agents against all claims, demands, proceedings, costs, expenses, damages, awards, judgements and any other liability whatsoever wholly or partially arising directly or indirectly in connection with the publication of the material, and without limiting the generality of the foregoing, indemnify each of them in relation to defamation, libel, slander of title, infringement of copyright, infringement of trade mark or names of publication titles, unfair competition, breach of trade practices or fair trading legislation, violation of rights of privacy or confidential information or licences or royalty rights or other intellectual property rights, AND WARRANT that the material complies with all relevant laws and regulations and that its publication will not give rise to any claims against or liabilities in the Publisher, its directors, employees or agents, and, without limiting the generality of the foregoing, that nothing therein is in breach of the Trade Practices Act 1974 or the Copyright Act 1968 or the Fair Trading Act 1987 or the defamation, consumer protection and sale of goods legislation of the States and Territories or infringes the rights of any person.

### Advertising Conditions

Advertising accepted for publication in THIS PUBLICATION is subject to the conditions set out in the rate card and the rules applicable to advertising laid down from time to time by the Media Council of Australia. Every advertisement is subject to the Publisher's approval and the Publisher may, at its discretion, refuse to accept an advertisement for publication if it believes the advertisement may infringe the rights of any person or may not comply with all laws and regulations of the States and Territories. The Publisher accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear according to instructions. The positioning or placing of an advertisement within the accepted classification is at the discretion of THIS PUBLICATION except where specially instructed and agreed upon by the Publisher. Rates are based on the understanding that the monetary level ordered is used within the period of the order. Maximum period of any order is one year. Should an advertiser fail to use the total monetary level ordered the rate will be amended to coincide with the amount of space used. The word "advertisement" will be used on copy which in the opinion of the Publisher, resembles editorial matter. The above terms are subject to change, without notification, at the discretion of the Publisher.