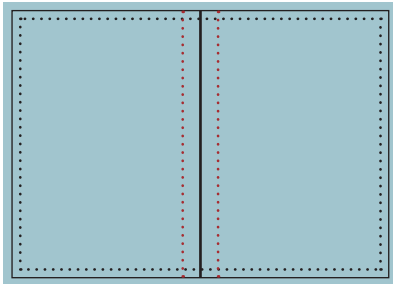


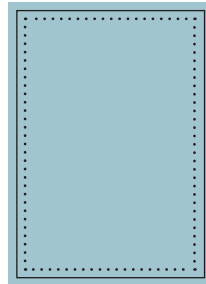
SPECIFICATIONS

DISPLAY ADS



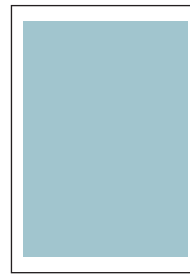
DOUBLE PAGE SPREAD

Trim 295mm (h) x 430mm (w)
Bleed 301mm x 436mm
Type area 260mm x 394mm
Gutter 50mm (25mm on each page)



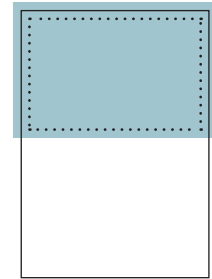
FULL PAGE BLEED

Trim 295mm (h) x 215mm (w)
Bleed 301mm x 221mm
Type area 260mm x 180mm



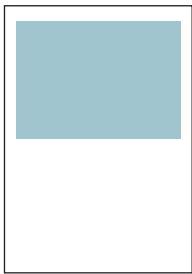
FULL PAGE

260mm (h) x 180mm (w)

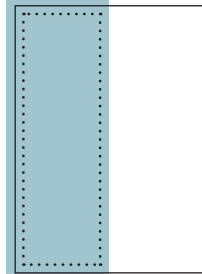


HALF PAGE HORIZONTAL BLEED

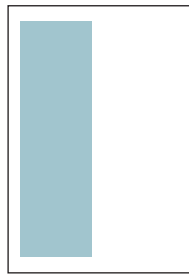
Trim 145mm (h) x 215mm (w)
Bleed 148mm x 221mm
Type area 127mm x 180mm



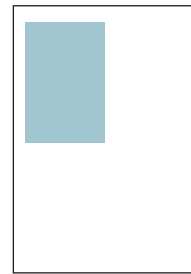
HALF PAGE HORIZONTAL
127mm (h) x 180mm (w)



HALF PAGE VERTICAL BLEED
Trim 295 mm (h) x 107mm (w)
Bleed 301mm x 110mm
Type area 260mm x 70mm



HALF PAGE VERTICAL
260mm (h) x 86mm (w)



QUARTER PAGE VERTICAL
127mm (h) x 86mm (w)



QUARTER PAGE HORIZONTAL
62mm (h) x 180mm (w)

CLASSIFIEDS/JOB ANNOUNCEMENTS

1 column width 43mm

2 column width 90mm

3 column width 136mm

4 column width 183mm

12x2 120mm(h) x 90mm(w) (1/4 pge equivalent)

12x4 120mm(h) x 183mm(w) (1/2 pge equivalent)

6x2 60mm(h) x 90mm(w) (1/8 pge equivalent)

3x2 30mm(h) x 90mm(w) (1/16 pge equivalent)

Please contact advertising@thestrad.com for additional sizing options

PREFERRED FORMAT - PRINT-READY PDF

- > PDF files should be Acrobat 3.0 compatible; Composite PDF, CMYK colour space; contain one page per PDF document; Colour bitmap images, CMYK - effective resolution 300 dpi; Greyscale bitmap images - effective resolution 300dpi; Monochrome bitmap images (linework) - effective resolution 1200 dpi; 3mm bleed should be included on all sides where necessary; Crop marks should be included and offset by 10pt.
- > PDFs that are supplied in RGB will be converted to CMYK and this may result in a colour variation.
- > The original document, prior to PDF, should not contain copy-dot scans, JPEG images, Multiple Master Fonts or Pantone colours; A hard copy of the proof should be supplied, generated directly from the PDF file that is supplied. A colour proof is required for colour checking, all other proofs will be used for checking content only.
- > The file content is the responsibility of the originator.

OTHER FORMATS

- > Other formats are accepted if you are unable to supply a print-ready PDF. Please contact production directly for details.

COLOUR PROOFS

- > In order to ensure accuracy of colour reproduction, we strongly recommend that advertisers supply a colour proof that is a true representation of the colours; Cromalins or iris proofs are the preferred format. We cannot guarantee the accuracy of colour of the printed advertisement if a proof is not supplied.

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