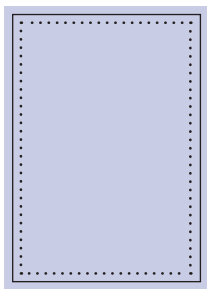
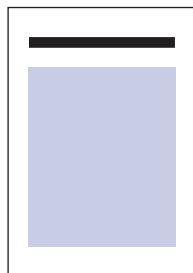


theStrad DIRECTORY



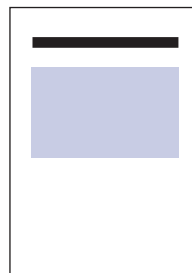
FULL PAGE BLEED

Type 210mm (h) x 144mm (w)
Trim 260mm x 170mm
Bleed 266mm x 176mm



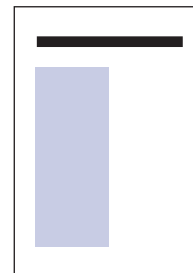
FULL PAGE

210mm (h) x 144mm



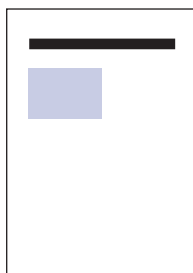
HALF PAGE HORIZONTAL

100mm (h) x 144mm (w)



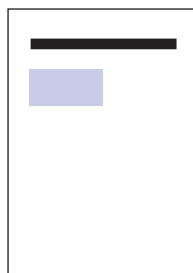
HALF PAGE VERTICAL

144mm (h) x 94mm (w)



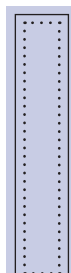
QUARTER PAGE

78mm (h) x 94mm (w)



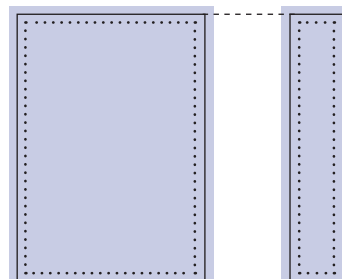
LOGO

15mm (h) x 40mm (w)



BOOKMARK

Type 243mm (h) x 43mm (w)
Trim 250mm x 50mm
Bleed 256mm x 56mm



IBC & WING

Trim 260mm (h) x 170mm (w)
Bleed 266mm x 176mm

WING

Type 252mm (h) x 52mm (w)
Trim 260mm x 60mm
Bleed 266mm x 66mm

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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