

LABELS PLUS MECHANICAL SPECIFICATIONS FOR ADVERTISING AND EDITORIAL MATERIALS:

ADVERTISING MATERIAL

PDF is the preferred file format for all advertising material:

- PDFs must be Print/Press Quality with registration and trim marks included and located 5mm outside the trim area.
- Bleed must extend 5mm outside the trim area.
- All images must be in CMYK and no less than 300dpi at 100% scaling.
- All colours must be CMYK process.

Other acceptable file formats:

- We only accept artwork in Mac Format.
- File types accepted:
 - Indesign CS3 or less.
Convert all text to paths and include all linked image files.
 - Illustrator CS3 or less.
Convert all text to paths and include all linked image files.
 - Photoshop files.
Make sure material includes 5mm bleed, CMYK and 300 dpi.

PC Files: If your artwork is in a PC format please supply material as a PDF or EPS file, with all fonts converted to vector. Please indicate program used.

Disclaimers:

The publisher reserves the right to refuse any material that does not comply with the requirements listed. Alternatively, we will charge for alterations needed to produce a client's advertisement to the specification requested. While internal production processes may verify that material is within specifications, the responsibility is firmly with you to supply material meeting these specifications.

Unacceptable file formats:

We do not accept materials supplied or produced in Microsoft Word, Publisher or Powerpoint.

Design/artwork services:

Available for advertisers, price on application.

EDITORIAL MATERIAL

Please supply copy, graphics or pictures as separate files. For example text files as a Word document, pictures (jpegs) or graphics (logo etc) as attachments.

DO NOT SEND EMBEDDED PICTURES OR GRAPHICS IN A FILE IF AT ALL POSSIBLE.

WHERE TO SEND MATERIALS

By Mail:

Associated Ideas,
PO Box 370, East Bentleigh, VIC 3165
We accept CDs, DVDs, or USB Sticks.
Please send a self-address envelope if you require media to be returned.

Electronic Transfers:

- Files no larger than 10mb, email to terry@assocideas.com.au
- Larger files (10mb+) can be uploaded via one of the many file transfer websites eg. www.yousentit.com

DEADLINES

- Labels Plus is published 4 times per annum.
- Booking Deadline:
45 days prior to publication.
- Material Deadline:
Complete material and inserts
30 days prior to publication.
- Cancellation deadline:
30 days prior to publication.

The publisher reserves the right to charge in full for advertising cancelled after the deadline, and to use previous material if copy is not supplied by deadline.

CONDITIONS

Advertising accounts are payable 30 days nett. All advertising material is subject to the approval of the publisher, who reserves the right to decline the insertion of any material.

It is the responsibility of the advertiser to ensure copy does not infringe the Trade Practices Act or contravene any legal code. Quoted rates are subject to variation at one month's notice. All advertising material is held for a maximum of three months at the advertiser's risk unless scheduled for repeat insertion.

SIZES (mm)	TRIM	TYPE	BLEED
	Width x Depth	Width x Depth	Width x Depth
Full Page	210 x 297	190 x 287	220 x 307
Double Page Spread	420 x 297	400 x 287	430 x 307
Half Page Horizontal	210 x 148	190 x 128	220 x 158
Half Page Vertical	100 x 297	80 x 287	110 x 307
One Third Horizontal	210 x 105	190 x 85	220 x 115
Quarter Page Vertical	100 x 148	80 x 138	110 x 158
Quarter Page Horizontal	210 x 75	190 x 55	220 x 85