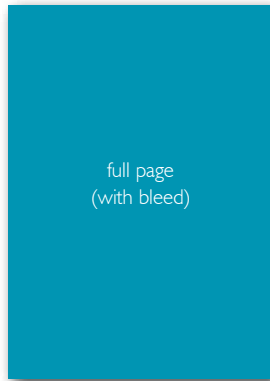


ADVERTISING SPECIFICATIONS

ALL DIMENSIONS ARE IN ORDER OF WIDTH x HEIGHT



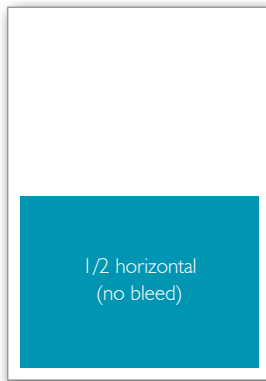
full page
(with bleed)

full page
(with bleed)

trim:
210 x 297 mm

type:
190 x 277 mm

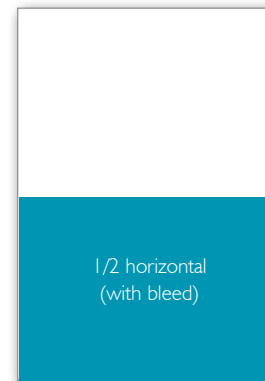
bleed:
220 x 307 mm



1/2 horizontal
(no bleed)

1/2 horizontal
(no bleed)

trim:
190 x 137 mm



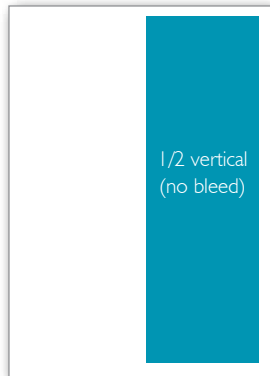
1/2 horizontal
(with bleed)

1/2 horizontal
(with bleed)

trim:
210 x 147 mm

type:
190 x 127 mm

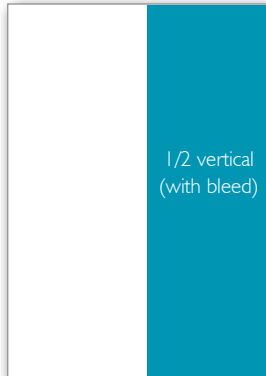
bleed:
220 x 157 mm



1/2 vertical
(no bleed)

1/2 vertical
(no bleed)

trim:
90 x 277 mm



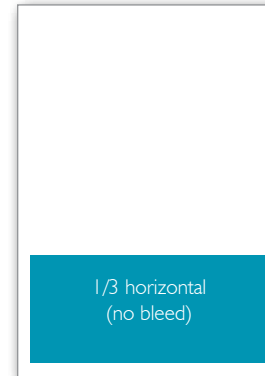
1/2 vertical
(with bleed)

1/2 vertical
(with bleed)

trim:
100 x 297 mm

type:
80 x 277 mm

bleed:
110 x 307 mm

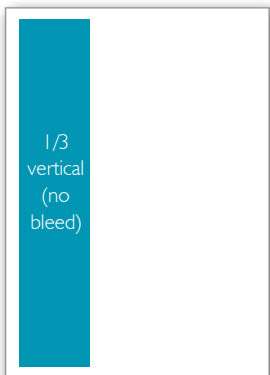


1/3 horizontal
(no bleed)

1/3 horizontal
(no bleed)

this size does not
have the option to
bleed off the page

trim:
190 x 85 mm



1/3
vertical
(no
bleed)

1/3 vertical
(no bleed)

trim:
57 x 277 mm



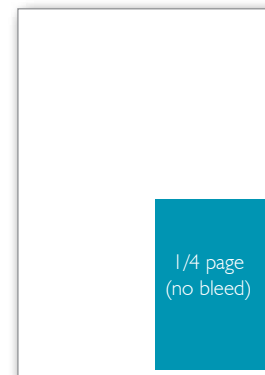
1/3
vertical
(with
bleed)

1/3 vertical
(with bleed)

trim:
67 x 297 mm

type:
47 x 277 mm

bleed:
77 x 307 mm



1/4 page
(no bleed)

1/4 page
(no bleed)

this size does not
have the option to
bleed off the page

trim:
90 x 136 mm

important notes

- Hi-resolution PDFs are the preferred format to get the best results from your artwork. Please DO NOT compress PDF files on export. Embedded fonts and images must also be print-ready on export. (TIF and JPEG files are acceptable formats, but only when artwork has been created by a print-based graphic designer.)
- A 5mm bleed on all edges is required for ads (with bleed). Crop marks are required, but should not be touching any part of your artwork.
- Use only CMYK colours. Never use RGB or SPOT colours for any object or copy.
- For solid black block areas in artwork, it is recommended that CMYK swatch with values 40c, 0m, 0y, 100k be used for best 'rich black' printing results.
- It is critical that all images, logos, graphics etc, used in your artwork are CMYK colour mode, no less than 300dpi at 100% scale.
- When exporting your PDF, select crop marks only. Bleed marks, colour bars, registration marks, and page information are not required.
- Please check that artwork follows salt specifications, following the 'trim', 'type' and 'bleed' measurements specified, at all times.
- All ads must be submitted with a printed colour proof for view.

submissions

Email ad to: editorial@saltmagazine.com.au

glossary

trim: The size of the printed material in its finished stage. (Your document size before bleed is added.)

type: The safe area in which all type and important graphics (logos etc.) should be kept.

bleed: The artwork that extends outside the trim area.