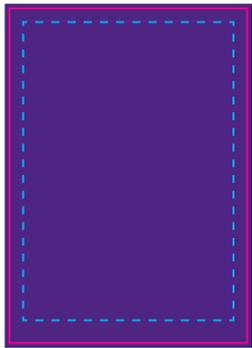


**ADVERTISING DIMENSIONS**



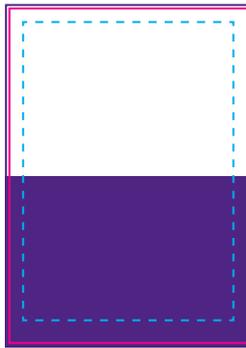
**FULL PAGE  
 (WITH BLEED)**

APPLIES TO  
 In/Cover, In/Back  
 Cover and back cover

Bleed Area  
 216mm x 303mm  
 (3mm all round)

Image Area  
 210mm x 297mm

Text Area  
 200mm x 287mm

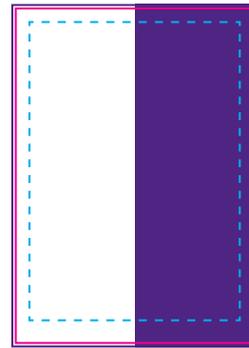


**HALF PAGE HOZ  
 (WITH BLEED)**

Bleed Area  
 216mm x 154mm  
 (3mm all round)

Image Area  
 210mm x 148mm

Text Area  
 200mm x 138mm

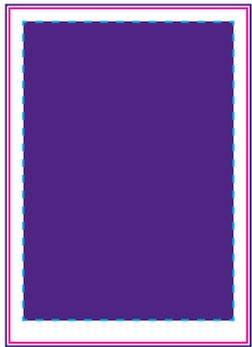


**HALF PAGE  
 VERT (BLEED)**

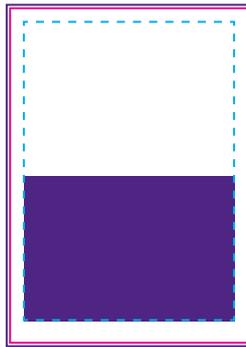
Image Area  
 101mm x 297mm

Bleed Area  
 107mm x 303mm  
 (3mm all round)

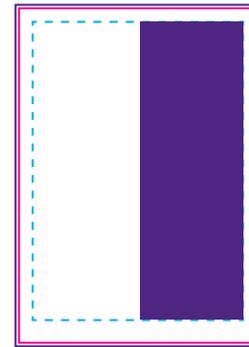
**ACTIVE IMAGE AREA - Please make sure the body of your creative fits into these dimensions**



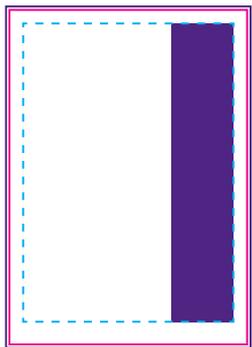
**FULL PAGE**  
 Image Area  
 186mm x 265mm



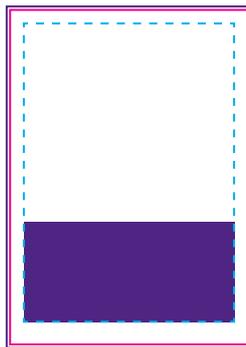
**HALF PAGE**  
 Image Area  
 186mm x 130mm



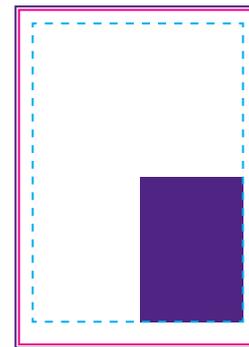
**HALF PAGE VERT**  
 Image Area  
 89mm x 265mm



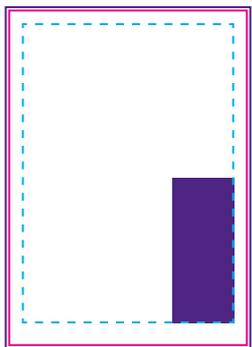
**THIRD PAGE VERT**  
 Image Area  
 57mm x 265mm



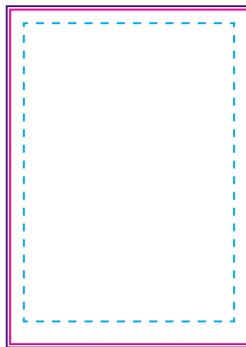
**THIRD PAGE**  
 Image Area  
 186mm x 85



**QTR PAGE**  
 Image Area  
 89mm x 130mm



**1/6th PAGE**  
 Image Area  
 57mm x 130mm



The purple line shows the bleed area.

The magenta line indicates where the document is trimmed.

The cyan dotted line shows where the text area is on the page.

Footers below are on each page unless the advert is suited to go over this



# Sing Out

**ADVERTISING INFORMATION**

## **Bleed**

Artwork for the back cover and/or a double page spread must include a 3mm bleed on all sides (see sizes above), all text and images should be at least a further 5mm from the crop guides. To ensure correct printing an appropriate border will be added to all artwork supplied without correct bleeds.

## **Resolution**

All non-vector artwork (photos) should be supplied at a minimum of 300dpi, any artwork supplied lower than 300dpi will print blurred. PDF's should be set as follows; overall resolution of 300dpi, individual line art resolution of 300dpi and individual bitmap resolution of 300dpi.

## **Colour**

Artwork should be completed and saved in CMYK process, Sing Out cannot take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colour. Please delete all unused colour swatches from the colour palettes.

## **Do not use Pantone or similar colours.**

Please note that it is unlikely that the colours shown by your monitor will be the same as is produced by the printing process, this is because a monitor displays in RGB and is subject to Balance and Contrast adjustments (like a TV). Please also note that a desk Inkjet or Laser printer will also not truly reflect print colour, as these printers are not calibrated to do so.

## **Type**

All fonts used should be embedded (PDF's) or converted to outlines (EPS, Illustrator). We can accept Mac fonts for Mac generated artwork but cannot accept any artwork that requires PC fonts. If Mac fonts are supplied please ensure all, and only the correct fonts, are supplied including both the postscript (printer) and screen fonts.

## **Overprint & Knockout**

Please ensure that no elements of the design are set to overprint unless specifically required. We cannot always check for this and it is likely to generate unexpected results.

## **Corel generated files**

Please convert all files generated in Coreldraw and Corel Photo-paint to bitmap files; (TIFF or JPEG). Saving Coreldraw documents as EPS files is possible but may alter the artwork - if you wish to do this please open the EPS files in Illustrator to check they are as expected or impose in Indesign and print a postscript file and again check that they are as expected.

## **Photoshop files**

Please save all Photoshop files as either uncompressed TIF files or Photoshop EPS files. All Photoshop files must be flattened prior to saving, TIF files saved with layers or EPS files containing vector information may not work correctly when the file is ripped and may generate unwanted results.

## **Artwork origination & supply method**

We advise that artwork is generated only in the following design programs: Photoshop, Illustrator, Indesign, Quark Xpress and Acrobat.

Sing Out cannot accept responsibility for any unwanted results from artwork originally generated in any other package. This is especially true of 'office' programs such as Microsoft Word, Powerpoint, etc, regardless of how the files are exported.