

DISPLAY ADVERTISEMENT SIZES, SHAPES AND TECHNICAL DATA

MECHANICAL

PAPER: Cover: 200 gsm Media satin
with satin Aqueous
Text: 100 gsm Expression satin
PRINTING: Sheetfed offset
BINDING: Saddle stitched
COLOUR: Process, CMYK

MATERIAL REQUIRED

Digital format – go to www.agm.co.nz
for AGM PDF specifications.
Any changes to supplied digital file will
incur costs.

BLEED ADS

Only Full Page and Double Page
Spreads can bleed. All smaller ads must
be to those specifications listed.

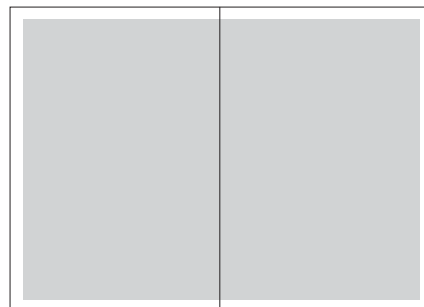
MAGAZINE PAGE SIZE

Full page:
TRIM: 325mm (deep) x 240mm
(true magazine size)
BLEED: add 3mm all round to trim

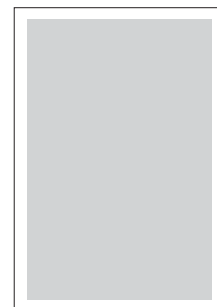
Double page spread:
TRIM: 325mm (deep) x 480mm
BLEED: add 3mm all round to trim

INSERTS

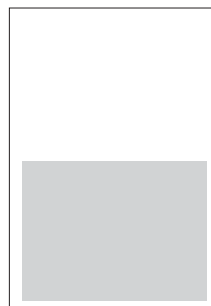
Please contact AGM Publishing
for technical requirements.



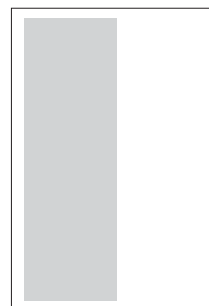
DOUBLE PAGE SPREAD IMAGE AREA
300mm (deep) x 454mm



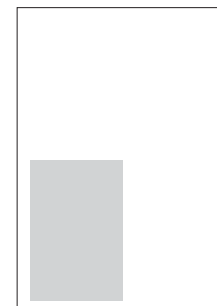
FULL PAGE IMAGE AREA
300mm (deep) x 212mm



HORIZONTAL HALF
147mm (deep) x 212mm



VERTICAL HALF
300mm (deep) x 103mm



VERTICAL QUARTER
147mm (deep) x 103mm



VERTICAL EIGHTH
147mm (deep) x 49mm

IMPORTANT

Production services are available upon request. All production charges for text changes, digital manipulation, photography, colour lasers and 3DAP proofs are additional to space charges.

FREQUENTLY ASKED QUESTIONS – DISPLAY ADS

Q. HOW SHOULD I SUPPLY THE ADVERTISING MATERIAL?

A. All advertising material must be supplied as a distilled PDF, produced ONLY from Acrobat Distiller as a 1.4 or lower PDF and using AGM job options downloadable from: <http://www.agm.co.nz/index.html?category=33&id=142>

Q. WHAT IF I DO NOT HAVE ADOBE DISTILLER?

A. If you are unable to supply a distilled file from Acrobat please supply your file as an EPS or TIFF which AGM will distill at a charge of \$40.00.

Q. DO I NEED TO SUPPLY ANYTHING ELSE?

A. Yes, all PDFs MUST be accompanied by a hard copy or colour laser (preferably a digital proof produced using 3DAP guidelines).

Q. WHAT IF I CANNOT SUPPLY A LASER / 3DAP HARD COPY?

A. If you are unable to provide a colour laser copy, we will print a copy from your PDF. There is an \$80.00 handling fee for this.

Q. WHY IS THE HARD COPY / COLOUR LASER NEEDED?

A. It is used to check that the text and images from your PDF file has reproduced correctly, and will be stored at AGM for future reference or the advertisement is to be repeated in future publications.

Q. CAN I JUST SEND A PROOF FROM MY OFFICE PRINTER?

A. You may send an inkjet printout, however AGM Publishing accepts no responsibility for inaccurate colour reproduction of advertising material supplied without a 3DAP proof.

Q. WHERE SHOULD I SEND MY ADVERTISING MATERIAL?

A. All material to be couriered to: AGM Publishing, 409 New North Road, Kingsland, Auckland.
If time permits post to Private Bag 99915, Newmarket, Auckland.

Q. DO YOU USE QUICKCUT?

A. Yes AGM Publishing accepts this file transfer method at: <http://www.quickcut.co.nz>

OTHER IMPORTANT THINGS TO REMEMBER:

All images must be supplied as high resolution at 300dpi to size . All colours must be CMYK (please do not use RGB or spot colours).

FOR FURTHER ENQUIRIES CONTACT:

Karina O'Dea – advertising coordinator
T 09 846 2722 ext 304
F 09 846 8742
E karina.odea@agm.co.nz



AGM PUBLISHING LTD / 409 NEW NORTH ROAD, KINGSLAND
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URBIS / HOUSES NZ / ARCHITECTURE NZ / PRODESIGN / LANDSCAPE ARCHITECTURE NZ / KITCHENS+BATHROOMS / PROGRESSIVE BUILDING / INFO-LINK

FREQUENTLY ASKED QUESTIONS – INFO-LINK ADVERTORIALS DOUBLE (1/2 PAGE) & STANDARD (1/4 PAGE)

TEXT GUIDELINES – PLEASE READ BEFORE SUBMITTING YOUR COPY.

Q: WHAT DO I NEED TO SUPPLY AS ADVERTISING MATERIAL?

A: Word document and images as set out below.

Q: WHAT ARE THE REQUIREMENTS FOR TEXT?

A: Must be supplied as a word document with a heading of no more than five words in length and containing no capitals in the headline. The accompanying text must be between 80 to 150 words for a standard brick or 150 to 250 words for a double brick.

PLEASE AVOID THE FOLLOWING: superlatives, exclamation marks, bold letters, graphs, price lists, contact details and bullet points, these do not form part of the Info-Link format.

Q: WHAT ARE THE REQUIREMENTS FOR IMAGES?

A: One to three maximum as a jpeg or tiff digital file. Medium to large size at 300 dpi. High quality photographs or brochures can also be accepted which AGM will scan.

Q: HOW MANY OPPORTUNITIES DO I HAVE FOR EDITING?

A: After the editor has edited and proof read the copy there will then be two further opportunities for the client to amend the text.

Q: WHY CAN'T I ADD CONTACT DETAILS?

A: Contact details are not permitted in Info-Link as it does not form part of the Info-Link format.

Q: WILL MY TEXT BE CHANGED MUCH AFTER THE EDITOR'S PROOFING?

A: As much as possible we will adhere to your original supplied text but we will omit superlatives, exclamation marks, bold letters, graphs, price lists, contact details and bullet points as mentioned above.

The Info-Link format does NOT include company or brand names in headings.

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