

ADVERTISEMENT SIZES, SHAPES AND TECHNICAL DATA

MECHANICAL

PAPER: Cover: 300gsm Novatech satin

Text: 100gsm Expression matt

PRINTING: Sheetfed offset

BINDING: Pur bound

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

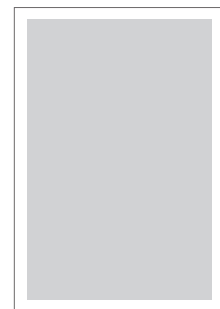
BLEED: add 3mm all round to trim

INSERTS

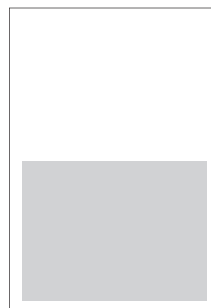
Please contact AGM Publishing for technical requirements.



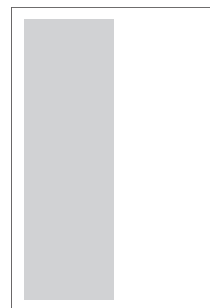
DOUBLE PAGE SPREAD IMAGE AREA
300mm (deep) x 454mm



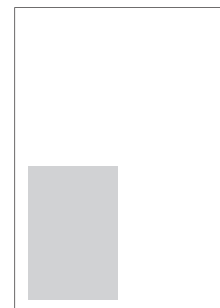
FULL PAGE IMAGE AREA
300mm (deep) x 212mm



HORIZONTAL HALF
147mm (deep) x 212mm



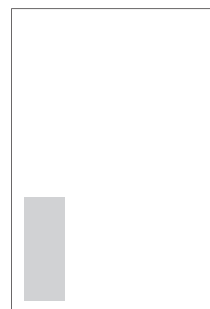
VERTICAL HALF
300mm (deep) x 103mm



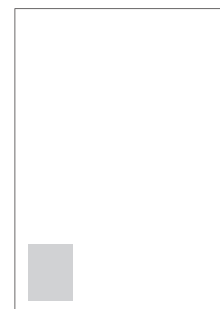
QUARTER
147mm (deep) x 103mm



EIGHTH HORIZONTAL
71mm (deep) x 104mm



EIGHTH VERTICAL
147mm (deep) x 50mm



SIXTEENTH
71mm (deep) x 50mm

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

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:

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