

Mechanical Specifications for Advertising and Editorial Materials for “Energy Users World”

ADVERTISING MATERIAL

PDF is the preferred 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 formats: We only accept artwork in Mac Format.

File types accepted:

- Indesign CS3 or less.
Convert all text to paths and include all linked images.
- Illustrator CS3 or less. Convert all text to paths and include all linked images.
- Photoshop - 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-addressed 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 or contact Terry Coles at Associated Ideas for address/access information of ftp site.

Ph: (03) 9596 0052 email: terry@assocideas.com.au

DEADLINES:

Energy Users World 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.

EDITOR & PUBLISHER

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Associated Ideas Pty Ltd is a niche publisher and corporate communications provider. ACN 005 621 974

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AD SIZES (MM)

SIZES (MM)	BLEED	TYPE	TRIM
	DEPTH -WIDTH	DEPTH - WIDTH	DEPTH -WIDTH
Full Page	305 x 220	280 x 190	297 x 210
Half Page Horizontal	150 x 215	135 x 190	
Half Page Vertical	305 x 105	270 x 95	
Third Page Horizontal	100 x 215	85 x 190	
One Third Page Vertical	305 x 70	270 x 60	
Quarter Page	150 x 105	130 x 95	
Quarter Page Horizontal	85 x 215	65 x 190	