



## **Publications – Electronic Artwork Specification**

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### **Ad sizes**

- quarter page (130mm high X 85mm wide)
- half page (130mm high X 180mm wide)
- full page (267mm high X 180mm wide)

### **Email delivery**

- Recommended that files are compressed (either .sit or .zip format)
- The total for attached files in an e-mail can not be more than 7MB in size
- E-mail to: [editor@aussiecon4.org.au](mailto:editor@aussiecon4.org.au)

### **Supported File Formats**

- Adobe PDF (Preferred)  
(High resolution/Print Ready/Fonts Embedded)
- High Resolution JPEG or TIFF file  
(300dpi at 100% of original artwork size)

### **Non-Acceptable File Format**

- Microsoft Word files
- Low resolution image files  
(JPEG/TIF/GIF, etc)

### **Fonts**

- Always use real typeface. Do not use application to apply styles (i.e. Bold, Italic, Outline, Shadow, Underline)
- Include all supporting files that are placed (linked) in the files.

### **Colour**

Ads that are in colour will need to be CMYK.  
No PMS colours will be accepted. All other ads will be grey scale (black and white)

### **Bleed**

Ads do not bleed

### **Media**

Email, CD, DVD

Unless requested, CDs or DVDs will not be returned.

**Disclaimer : Ads not conforming to the specifications listed here will be subject to revision**