

## ART SPECIFICATIONS

### ADVERTISEMENT SIZE OPTIONS



#### DOUBLE PAGE SPREAD

Bleed: W 428 x H 305 mm  
Trim: W 420 x H 297 mm



#### FULL A4 PAGE

Bleed: W 218 x H 305 mm  
Trim: W 210 x H 297 mm



#### HALF PAGE

(Vertical or Horizontal)



#### THIRD PAGE

(Vertical or Horizontal)

Transmission & Distribution, Industrial Electrix and Energy Generation are published to standard A4 – 210 mm x 297 mm.

The magazine is Perfect Bound / Burstbound.

#### PRESS READY PDF FILES

- Ensure bleed is catered for, trim marks are identified and the file is CMYK.
- Ensure text and logo/s on A4 adverts have 10 mm clearance from edge to allow for spine of magazine.
- Allow minimum 4 mm bleed on all appropriate edges to cater for option of left or right page placement.

#### IMAGES, DIAGRAMS OR GRAPHICS

Pictures, diagrams or graphics must be supplied separately as follows:

- Resolution – high resolution (300 dpi) is essential to ensure print clarity
- Format – jpg, tif, high res pdf or EPS files.

#### TEXT

Articles will be formatted by the magazine production department therefore authors need only provide their article with minimal formatting.

Our requirements are:

- Supply text by email as Word Document files.
- Do not include pictures, diagrams or graphics in your document.
- Appropriate captions should be included for all images, diagrams or graphics.

#### NO CHARGE DESIGN SERVICES

APT's Production Art Studio will produce your advertisement, at no charge, if required.

If a copy of artwork files is required, a charge will apply – P.O.A.

Company supplied advertorial is published to APT's design disciplines.

#### PLEASE FORWARD MATERIALS TO:

##### APT PUBLICATIONS PTY LTD

Production Manager: Jane Gautier  
Email: jane@powertrans.com.au  
Postal address: PO Box 1195 Kenmore, Brisbane QLD 4069  
Courier address: 5 Rees Way Brookfield, Brisbane QLD 4069  
Telephone: +61 7 3374 2877 Fax: +61 7 3374 2899

	TRIM – mm W x mm H	BLEED – mm W x mm H
Double Page Spread	420 x 297	428 x 305
Full Page A4	210 x 297	218 x 305
<b>NOTE: Ensure text and logo/s on A4 adverts have 10mm clearance from trim edge to allow for spine of magazine.</b>		
Half Page Horizontal (no advertorial)	180 x 125	n/a
Half Page Horizontal (with advertorial)	180 x 115	n/a
Half Page Vertical	100 x 297	108 x 305
Half Page Vertical (with advertorial)	90 x 297	98 x 305
Third Page Horizontal	180 x 80	n/a
Third Page Vertical	80 x 252	n/a