

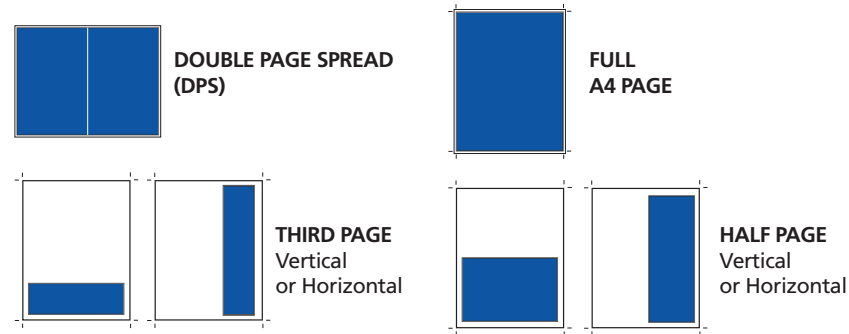
ARTWORK SPECIFICATIONS



APT magazines are Perfectly Bound/ Burstbound

MAGAZINE ADVERTISING

APT's three magazines are published to standard A4 size 210mm (w) x 297mm (h).



Ad Size	TRIM – mm W x mm H	BLEED mm W x mm H
Double Page Spread	420 x 297	428 x 305
Full A4 Page	210 x 297	218 x 305
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

SUPPLIED PRESS READY PDF FILES

- High Quality, CMYK PDF with 4mm bleed and trim marks identified
- Ensure text and logo/s on A4 adverts have 10mm clearance from edge to allow for magazine spine
- Allow minimum 4mm bleed on all edges

IMAGES, DIAGRAMS OR GRAPHICS

Pictures, diagrams or graphics must be supplied separately as high resolution (300dpi) images in jpg, tif, high resolution PDF or eps format.

SUPPLIED ARTICLES

All articles are published to the APT design disciplines. All text must be supplied by email as a Word Document or text file. All images, diagrams, or logos must be supplied as separate high res files and appropriate captions should be included for all images, diagrams or graphics.

COMPLEMENTARY DESIGN SERVICES

The APT Creative Studio will produce your advertisement, at no charge, if required. If a copy of artwork files is required, charges will apply. Company supplied advertorial is published to APT's design disciplines.

PURCHASING DIRECTORY BANNER ADVERTISING

Purchasing Directory Banners are placed on the category listings pages where available.

cables
high voltage
insulation
and fittings

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SUPPLIERS

Supplier Name	Phone	Fax	Website	Product/Service
ABC Pty Ltd	08 9123 4567	08 9123 4568	www.abc.com.au	Submarine Cables
DEF Pty Ltd	08 9123 4569	08 9123 4570	www.def.com.au	Cable Cleaners
GHI Pty Ltd	08 9123 4571	08 9123 4572	www.ghi.com.au	Cable Testers
JKL Pty Ltd	08 9123 4573	08 9123 4574	www.jkl.com.au	Cable Trainers
MNO Pty Ltd	08 9123 4575	08 9123 4576	www.mno.com.au	Cable Wires
PQR Pty Ltd	08 9123 4577	08 9123 4578	www.pqr.com.au	Cable Yarns
STU Pty Ltd	08 9123 4579	08 9123 4580	www.stu.com.au	Cable Zippers
VWX Pty Ltd	08 9123 4581	08 9123 4582	www.vwx.com.au	Cable Clips
YZA Pty Ltd	08 9123 4583	08 9123 4584	www.yza.com.au	Cable Hooks
BCD Pty Ltd	08 9123 4585	08 9123 4586	www.bcd.com.au	Cable Rings
EFG Pty Ltd	08 9123 4587	08 9123 4588	www.efg.com.au	Cable Straps
HIJ Pty Ltd	08 9123 4589	08 9123 4590	www.hij.com.au	Cable Ties
KLM Pty Ltd	08 9123 4591	08 9123 4592	www.klm.com.au	Cable Washers
NOP Pty Ltd	08 9123 4593	08 9123 4594	www.nop.com.au	Cable Washers
QRS Pty Ltd	08 9123 4595	08 9123 4596	www.qrs.com.au	Cable Washers
TUV Pty Ltd	08 9123 4597	08 9123 4598	www.tuv.com.au	Cable Washers
WXY Pty Ltd	08 9123 4599	08 9123 4600	www.wxy.com.au	Cable Washers
ZAB Pty Ltd	08 9123 4601	08 9123 4602	www.zab.com.au	Cable Washers

PRODUCTS/SERVICES

- Cable and Conductors
- Cable Cleaners
- Cable Connectors
- Cable Crimping Equipment
- Cable Fault Location Equipment
- Cable Markers
- Cable Pigging Equipment
- Cable Repair Equipment
- Cable Splicing Equipment
- Cable Ties
- Cable Washers
- Cable Wires
- Cable Yarns
- Cable Zippers
- Cable Clips
- Cable Hooks
- Cable Rings
- Cable Straps
- Cable Ties
- Cable Washers

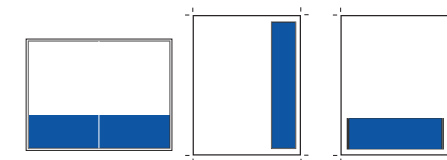
SIMPLIFYING INSTALLATION

When working at heights or in vertical installations the patented design of Raychem Cable Clamps makes your job easier by allowing the robot to be engaged in the lower part of the clamp prior to final tightening.

For more information contact info@raychem.com

EVERY CONNECTION COUNTS

RAYCHEM



Banners (L-R):
Double Horizontal Banner
 400mm (w) x 80mm (h) with 20mm spine gap

Vertical Banner
 75mm (w) x 272mm (h)

Horizontal Banner
 190mm (w) x 60mm (h)

*Only advertisers with a minimum half page advert will receive a free 12 month subscription.

PLEASE FORWARD ALL PRINT AND DIGITAL MATERIALS TO:

APT PUBLICATIONS PTY LTD
 Production Manager: Lawrie Borchers
 T: +61 7 3374 2877 F: +61 7 3374 2899
 E: production@powertrans.com.au
 Postal address:
 PO Box 1195 Kenmore QLD 4069