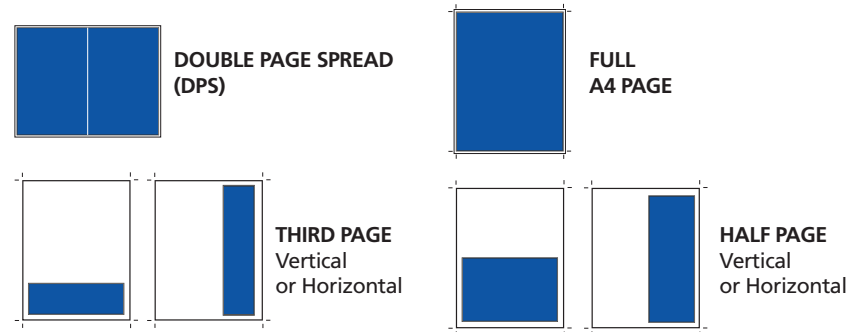


ARTWORK SPECIFICATIONS

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 |
| Switched On Quarter Page | 86 x 123 | 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.

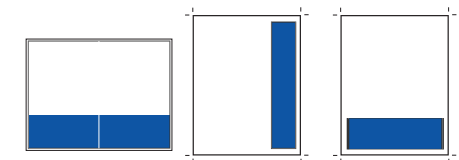
COMPLEMENTARY DESIGN SERVICES

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.

The screenshot shows a directory page for 'CONNECTORS AND ACCESSORIES'. It includes a list of suppliers with their contact details and a grid indicating the availability of various products and services. Below the grid is an advertisement for CELLPACK Electrical Products, featuring their logo, contact information, and the slogan 'CELLPACK. We connect your energy'.

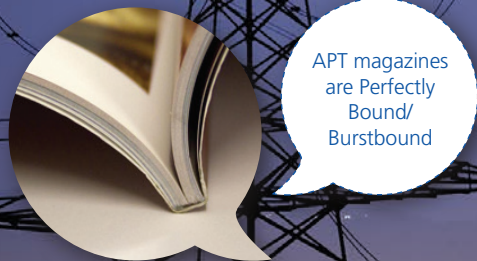


Banners (L-R):
Double Horizontal Banner
 400mm (w) x 80mm (h) with 20mm spine gap

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:

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