

ARTWORK SPECIFICATIONS



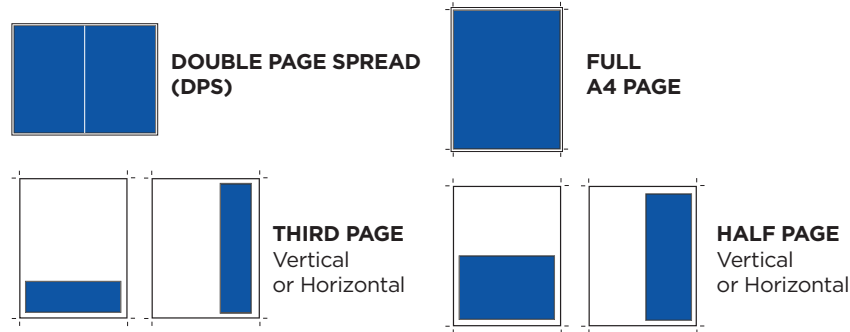
APT magazines are Perfectly Bound/Burstbound

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

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.

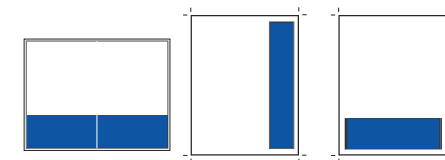
COMPLEMENTARY DESIGN SERVICES

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 table with columns for 'SUPPLIERS' and 'PRODUCTS/SERVICES'. Below the table is a banner for Nexans, a 'YOUR SOLUTION PROVIDER FOR POWER CABLE ACCESSORIES UP TO 72KV'. The banner includes a QR code and contact information: 'CONTACT US TODAY TO DISCUSS YOUR NEXT PROJECT +61 3 9205 8400'.



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.