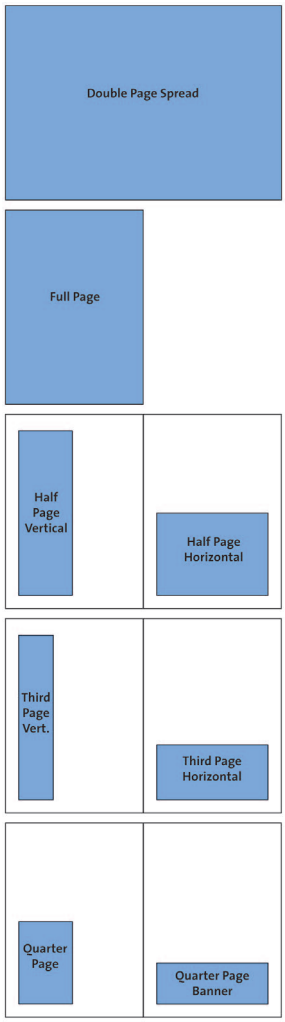
SPEC CARD 2022

AUSTRALASIAN DENTIST



Ad sizes

Double page spread	420 x 297 mm
Full page (trimmed size)	210 x 297 mm
Half page horizontal	180 x 128 mm
vertical	86 x 247.5 mm
Third page horizontal	180 x 86 mm
vertical	52 x 247.5 mm
Quarter page vertical	86 x 125 mm
banner	180 x 55 mm

*All bleeds to be 5mm

Technical

1. All ads to be supplied in digital form on CD or hi-res pdf via email.
2. All colour images in CMYK format need to be at a minimum resolution of 300dpi. RGB are not suitable.
3. PMS spot colours will be converted to CMYK equivalents.
4. Please either supply or embed all printer and screen fonts used, and supply all placed images.
5. **Live type should be kept to a minimum of 10mm from all trim edges on full page ads to ensure that your important copy is not trimmed off.**
6. Inserts into *Australasian Dentist* are subject to weight, size and make-up restrictions.

Proofing

1. A colour laser (composite proof) must be supplied with the electronic file. This is neccessary to ensure that postcript errors have not occured and that your ad reproduces as you expected.
2. Proofs must be sized at 100%.

Note: *Australasian Dentist* will endeavour to ensure printed ads conform as closely as possible to the proofs provided, however we cannot take any responsibilty for deviations. Our production systems are based on Postscript 2 language, which has inherent errors due to its various interpretations and implementations. It is the responsibility of the advertiser to supply compliant artwork accompanied by a composite proof. If the file is not supplied correctly or contains technical errors, advertisers will be advised of the problem in order to rectify it.

Contact:

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