

# ART WORK S P E C S

YOUR LOCAL WEDDING GUIDE



**PRESTIGE**  
publishing. internet. expos.

Ph: (07) 3891 1299 • Fax: (07) 3391 4033  
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Street: 38 Fisher Street, East Brisbane Q 4169  
Email: [production@prespub.com](mailto:production@prespub.com)  
[www.prespub.com](http://www.prespub.com)

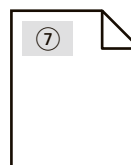
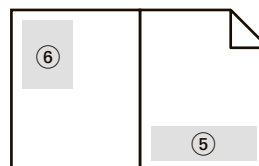
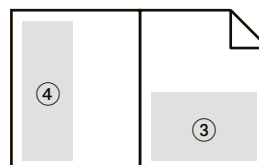
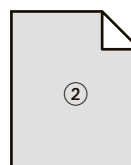
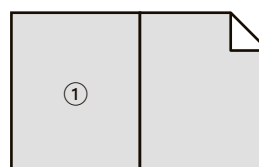
# Your Local Wedding Guide



Following is a brief outline of our advertisement sizes and production policies & procedures. Please don't hesitate to contact the production department on [production@prespub.com](mailto:production@prespub.com) or (07) 3891 1299 if you have any queries regarding the supply of your advertisement.

## ● advertisement sizing

	page size	width	height
double	bleed edge	346mm	216mm
	page size ①	340mm	210mm
	image area	320mm	190mm
	centre margin	20mm	
single	bleed edge	176mm	216mm
	page size ②	170mm	210mm
	image area	150mm	190mm
half	horizontal ③	140mm	90mm
	vertical ④	67mm	185mm
quarter	horizontal ⑤	140mm	45mm
	vertical ⑥	67mm	90mm
eighth	horizontal ⑦	67mm	45mm




# Your Local Wedding Guide



## ● supplying complete advertisements

artwork specifications	
resolution	300 pixels/inch, 180 pixels/cm
graphic file formats	Adobe Indesign CS2/CS3 Adobe Illustrator CS2/CS3 Adobe Acrobat PDF Adobe Photoshop JPEG, PSD, TIFF, EPS  All files must be Macintosh or Macintosh compatible.
colour mode	CMYK, RGB  All completed artwork needs to be submitted with an accurate colour proof for colour checking purposes.

 Please note that all advertisements, including those that are supplied complete, require approval by the advertiser before publication.

\*Please note: If you require your cd's/dvd's to be returned to you, please enclose a letter advising that you would like your disk returned otherwise it will be destroyed.



# Your Local Wedding Guide



## ● supplying logos, text + images

artwork specifications	
resolution	300 pixels/inch, 180 pixels/cm
graphic file formats	Adobe Indesign CS2/CS3 Adobe Illustrator CS2/CS3 Adobe Acrobat PDF Adobe Photoshop JPEG, PSD, TIFF, EPS All files must be Macintosh or Macintosh compatible.
colour mode	CMYK, RGB All completed artwork needs to be submitted with an accurate colour proof for colour checking purposes.
text files	Microsoft Word
scans	gloss photographic prints, printed product, transparencies We are unable to scan mono or colour negatives. All logos and images to be scanned should be presented as clean printed samples.

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LOGO



55 Blush Drive,  
Compact Q 4061  
P: 07 3651 0445  
F: 07 3651 0446  
www.themakeupsuite.com.au

COPY



IMAGE



ADVERT



# Your Local Wedding Guide



## ● bleeds + image areas

### What are bleeds?

If your printed design contains graphics, images or colours that go right to the edge of the page, then your design must include bleed. 'Bleed' is a term used in printing for images or graphics that extend beyond the edge of the paper that gets trimmed off. In other words, these graphic elements bleed off the page. If your design includes graphics that go to the edge of the page, Prestige Publications requires you to extend these graphic elements a minimum of 3mm beyond the final size of your printed piece. This only applies to double and full page advertisements.

### What are image areas?

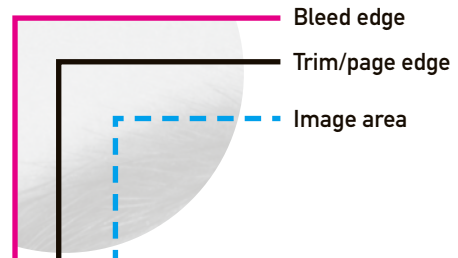
When designing your printed piece, a image area margin of 10mm must be applied to the final page size. The box that is created after 10mm margins are applied is your image area. This represents a safety zone where important elements such as text or logos should be placed.

### What can occur if you don't provide bleeds or image areas?

Bleeds ensure that a white line will not show along the edge of your page, and the image areas ensure that important elements, like logos or text, are not trimmed off during the printing process.



Although Prestige Publications makes every attempt to screen all supplied artwork, we cannot be held responsible for trimming errors. Please make sure your documents meet our specifications.



• ARTWORK EXAMPLE



• FINAL PRINTED PRODUCT



# Your Local Wedding Guide



## ● the approval process

### Email proofs

Low resolution PDF or Jpeg proofs of the advertisement are emailed to you as a free service. Please note, that due to the variation of colour monitors, the colour viewed on screen is indicative only of the printed product. Screen images usually appear brighter.

### Black & white proofs

Proofs can also be faxed or mailed to you in black & white for your final approval. This service is included in the cost of your ad.

### Colour proofs

Colour proofs are not included in the artwork price, they can be arranged if required, please advise your account manager at least 3-4 weeks prior to sales deadline to discuss the associated fee. These proofs again are indicative only of the final printed product in the publication and no guarantee of the exact colours.

### Alterations

**Any concept change or re-designing of artwork, including rescanning or more than one set of alterations, will result in an hourly charge of \$85.**



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