

PETS

DIGITAL Mechanical Specifications

FULL PAGE

Bleed size	220mm deep 158mm wide
Trim size	210mm deep 148mm wide
Type area	190mm deep 128mm wide

DOUBLE PAGE SPREAD

Bleed size	220mm deep 306mm wide
Trim size	210mm deep 296mm wide
Type area	190mm deep 276mm wide

(type area note: allow an additional 10mm in centre for spine)

Pets supports the AVMPA code for ethical advertising of pet care products that make a statement in regards to health. We recommend publication of an Agvet code if applicable.

UNIVERSAL MAGAZINES USES CTP TECHNOLOGY IN PRODUCTION OF THIS MAGAZINE.

COMPLETE MATERIAL IS TO BE SUPPLIED AS A HIGH-RESOLUTION PDF ONLY

Note: It is essential to send a colour proof regardless of whether your advertisement is sent via email or CD/DVD.

PDF files will be accepted by:

- **WEBSSEND**

To use Websend visit www.websend.com.au and register or for assistance call **Websend Support on 03 8689 9000 or toll free (Aus) on 1300 79 89 49**

- **QUICKCUT**

For more information regarding Quickcut services please contact: **Technical Support 1300 768 988, www.quickcut.com.au**

DIGITAL SPECS:

- All images **MUST** be 300 dpi at 100%
- Images and graphics used in the document should be saved as Greyscale or CMYK. Elements saved in the **RGB OR SPOT COLOUR MODE ARE NOT ACCEPTABLE PLEASE CHECK ALL FILES CAREFULLY AS RGB AND SPOT COLOURS WILL NOT PRINT ACCURATELY**

Note: We do not accept Powerpoint, Word, Excel, QuarkXpress and Publisher files. Also please take care when setting up your files to ensure that no overprints have been unintentionally used. We will not take responsibility for files set up with an overprint, which can cause a file to print incorrectly.

PROOFS:

Please include a colour proof with all material. If a commercial 3DAP proof is not supplied, we cannot be held responsible for the colour of your printed advertisement.

Universal Magazines will only take responsibility for accurate colour reproduction of a digital ad if a digital proof is supplied in accordance with 3DAP guidelines. Website - www.3dap.com.au For more information or to obtain a 3DAP proof you can contact **WEBSSEND (03 8689 9000)**

Note: Colour matching cannot be done unless a colour commercial 3DAP printer proof is supplied. If a proof is not supplied we will not accept responsibility for exact colour reproduction. Laser proofs are not considered a commercial printer proof.

METHODS OF SUPPLYING MATERIAL FOR THE DESIGNING OF YOUR AD TO UNIVERSAL'S DESIGN STUDIO

- **FTP (ftp.unimags.com.au)**

For more information regarding our FTP site and your username and password please contact your Advertising Production Coordinator (listed at the bottom)

- Email files must not exceed 10MB and please check that they are to our specifications before sending