

PRINT SIZES

AUSTRALIAN MINING / CONSTRUCTION CONTRACTOR / HIRE & RENTAL

Ad Space	Trim Area (HxW)	Display Advertising Positions
DPS	330x480mm + 5mm Bleed (Type Area: 308x460mm)	
Full page	330x240mm + 5mm Bleed (Type Area: 308x220mm)	
1/2 page DPS	165x480mm + 5mm Bleed (Type Area: 150x460mm)	
1/2 page Vertical & Horizontal	V: 308x108mm H: 155x220mm	
1/3 page Vertical & Horizontal	V: 308x70mm H: 98x220mm	
1/4 page Vertical & Square	V: 308x52mm S: 155x108mm	
Coverstrip	60x220mm	

MANUFACTURERS MONTHLY / FACTORY EQUIPMENT NEWS

Ad Space	Trim Area (HxW)	Display Advertising Positions
DPS	330x480mm + 5mm Bleed (Type Area: 300x450mm)	
Full page	330x240mm + 5mm Bleed (Type Area: 300x215mm)	
Junior Page	200x160mm	
1/2 page Vertical & Horizontal	V: 300x106mm H: 148x215mm	
1/3 page Vertical & Horizontal	V: 300x70mm H: 98x215mm	
1/4 page Vertical, Horizontal & Square	V: 300x50mm H: 72x215mm S: 148x106mm	
Coverstrip (FEN Only)	60x215mm	
1/8 page (FEN Only)	70x106mm	
Front Page Ear (FEN Only)	40x55mm	

AUSTRALIAN METAL WORKER / MATERIALS HANDLING GUIDE / SAFETY IN ACTION / SAFETY FIRST / SAFETY SHOW

Ad Space	Trim Area (HxW)	Display Advertising Positions
DPS	297x420mm + 5mm Bleed (Type Area: 265x395mm)	
Full page	297x210mm + 5mm Bleed (Type Area: 265x185mm)	
1/2 page Vertical & Horizontal	V: 265x90mm H: 125x185mm	
1/4 page Horizontal & Square	H: 60x185mm S: 125x90mm	

INFOLINK

Ad Space	Trim Area (HxW)	Display Advertising Positions
Full page brand advertising	330x240mm + 5mm Bleed (Type Area: 300x215mm)	
Full page Info-Unit	330x240mm (Supply 400 words & 1-5 images)	
1/2 page Info-Unit	127x220mm (Supply 200 words & 1-3 images)	
1/4 page Info-Unit	127x107mm (Supply 120 words & 1-3 images)	

PRINT SIZES

BUILDING PRODUCTS NEWS / LOGISTICS / PROCESS & CONTROL ENGINEERING / ELECTRONICS NEWS / PACKAGING / FOOD MAGAZINE

Ad Space	Trim Area (HxW)	Display Advertising Positions
DPS	297x470mm + 5mm Bleed (Type Area: 277x450mm)	
Full page	297x235mm + 5mm Bleed (Type Area: 277x215mm)	
1/2 page Vertical & Horizontal	V: 275x100mm H: 122x210mm	
1/3 page Vertical & Horizontal	V: 275x65mm H: 80x210mm	
1/4 page Vertical, Horizontal & Square	V: 275x45mm H: 60x210mm S: 122x100mm	
Product of the month (BPN Only)	122x210mm (Supply 200 words & 1-3 images)	
Coverstrip (PACE Only)	40x215mm	
Cover Square (PACE Only)	50x50mm	

CREATIVE EXECUTIONS

We also offer: • Front Cover Wraps • Gatefolds • Belly Wraps • Tip Ons • Single Sheet Inserts

ONLINE SIZES

SPECIALIST WEBSITES

BUILDING & ARCHITECTURE: LANDSCAPE DESIGN / SUSTAINABLE BUILDING PRODUCTS

CONSTRUCTION: CONSTRUCTION HIRE / CRANELIFT / EARTH MOVE / EARTH MOVING NEWS / ROAD CONSTRUCTION

LOGISTICS: ROAD FREIGHT NEWS

MANUFACTURING: FACTORY MAINTENANCE / FLUID HANDLING / HYDRAULICS & PNEUMATICS / INDUSTRIAL IT / MAT HANDLING / METAL WORKER / MOTORS DRIVES / ROBOT AUTOMATION / SAFE TO WORK / TEST MEASUREMENT

MINING: DRILLING EXPLORATION / DRILL BLAST / MINERALS PROCESSING / MINE VEHICLES / MINING COAL / SAFE MINING

Ad Space	Dimensions (WxH Pixels)	Size	Display Advertising Positions
Banner	468x60	30kb	
Mega Banner	728x90	39kb	
MREC	300x250	39kb	
Skyscraper	300x600	39kb	
Tower	125x250	39kb	

ONLINE SIZES

INDUSTRY WEBSITES

ARCHITECTURE & DESIGN / AUSTRALIAN MINING / BPN / CONSTRUCTION CONTRACTOR / ELECTRONICS NEWS / LOGISTICS / MYFEN / PACETODAY / PACKAGING / FOOD / MANMONTHLY

Ad Space	Dimensions (WxH Pixels)	Size	Display Advertising Positions
Banner	468x60	30kb	
Leader Banner	728x90	39kb	
Island	300x250	39kb	
Tower	125x250	39kb	

NEWSLETTERS

INDUSTRY & SPECIALIST NEWSLETTERS (HTML)

Ad Space	Dimensions (WxH Pixels)	Size	Display Advertising Positions
Banner	468x60	30kb	
Tower	125x250	30kb	

MINING DAILY NEWSLETTER (PDF)

Front Page	Trim Area (HxW)	Page 2 onwards	Trim Area (HxW)	Display Advertising Positions
Vertical Tower	147x45mm	1/4 page	110x93mm	
Vertical Banner	71x45mm	1/2 page Horizontal	110x190mm	
Strip	34x142mm	Full page	297x210mm	
Masthead	33x45mm	Masthead	33x45mm	

ARCHITECTURE & DESIGN NEWSLETTER (PDF)

Front Page	Trim Area (HxW)	Page 2 onwards	Trim Area (HxW)	Display Advertising Positions
Vertical Tower	147x45mm	1/4 page	110x93mm	
Vertical Banner	71x45mm	1/2 page Horizontal	110x190mm	
Strip	34x142mm	Full page	297x210mm	
Masthead	33x45mm	Masthead	33x45mm	

PRINT TECHNICAL REQUIREMENTS

Updated July 2009

FONTS

- We do not accept TrueType or CID fonts. Use Postscript fonts or create an outline of the fonts.
- All fonts must be embedded.
- Type size must not be below 8 points, or 10 points for reversed type.
- If supplying fonts please include all printer and screen fonts.

COLOUR

- All material must use CMYK colour space.
- Convert spot and PMS* colours to process colours.
- Do not embed colour profiles.
- Do not use colour patterns, duotones or tritones.
- Black type should be process black only.
- Total ink weight should not exceed 310% and allow for a 14-18% dot gain.

* Conversion of PMS may alter colours. Special PMS printing can be arranged at an additional cost.

IMAGES

- CMYK
- 300dpi at 100% print size.
- Format - JPEG, EPS or TIFF.
- Black & White Line Art - 2400dpi at 100% print size.

DOCUMENT

- All transparencies must be flattened.
- All live copy must be kept within the type area.
- Bleed must be set to 5mm and must include trim marks.
- Double page spreads must be supplied as 2 separate files (LHP and RHP) with 5mm bleed.
- Avoid running type across the gutter. For headings that need to run across the gutter please allow a minimum of 1mm clearance on both sides. Allow 3mm clearance on both sides of the gutter for Perfect Bound publications.

PROOFING

For accurate colour reproduction a full size 3DAPv3 PAPERTYPE 3 compliant proof must be provided. For details on how to create a 3DAPv3 proof and approved proofing systems visit www.3dap.com.au.

IN-HOUSE PRODUCTION

Reed Business Information offers an in-house design service. Please contact the relevant production coordinator for further information.

DELIVERY OF MATERIAL

- Quickcut by Adstream is the recommended method of supplying ad material. To set up an account please call Quickcut on (02) 9938 7500 or visit www.quickcut.com.au.
- Websend is another recommended method of supplying ad material. To set up an account please call Websend toll free on 1300 798 949 or visit www.websend.com.au.
- Email to relevant production coordinator. Maximum file size 10MB.
- On CD or DVD. Address to relevant production coordinator. Material will not be returned.

* Material must be delivered on time to ensure quality checking procedures can be followed.

ADOBE ACROBAT DISTILLER SETTINGS

All ads must be supplied as PDFs generated using the correct Acrobat Distiller settings. Reed Business Information provides Distiller settings to assist you in producing print-ready PDFs.

HOW TO USE THE RBI JOBOPTIONS FILE:

1. Double-click on the RBI.joboptions file to add it to your Distiler settings list.
2. When creating a PDF to go to print, export using the RBI distiller setting or print a postscript and distill using the RBI distiller setting.



ONLINE TECHNICAL REQUIREMENTS

1. Ad must be supplied as either GIF or JPEG at the exact size.
2. Must include the click-through URL for each ad.

FLASH ANIMATION

You must supply the following three components:

- .SWF file must contain this exact Action code:

```
on [release] {
  gotoURL (_level0.clickTag, "_blank");
}
```
- An alternate GIF or JPEG file.
- The click-through URL.

Note: .SWF and .HTML are not supported in html newsletters.

If you supply a .HTML file we will only be able to track impressions served, not number of click-throughs. The Action code can only be modified by the creator of the .SWF file. The specifications above do not apply to .SWF that is served via HTML redirect tags. We cannot accept .SWF files created in Swish or Adobe After Effects. We currently support Flash player version 6 or higher.

Microsoft Outlook 2007 users will only see frame one on animated gif files. To ensure you gain maximum exposure from your advertisement, we recommend frame one of your artwork includes all contact details.

DISCLAIMER

Reed Business Information cannot be held responsible for the reproduction of material that does not adhere to the specifications outlined within this document or if material has been supplied late.



Tower 2, 475 Victoria Ave
Chatswood, NSW, 2067
Australia
PH: (+612) 9422 2999
FAX: (+612) 9422 2722

Please send material to:
Locked Bag 2999
Chatswood Delivery Centre
Chatswood, NSW, 2067
Australia

Ad validation and delivery



Proofing standard



PRINT PRODUCTION CONTACTS

BUILDING & ARCHITECTURE

Publication	Production Co-ordinator	Contact Details
Building Products News	Stephanie Giannetto	PH: (02) 9442 2641 E: stephanie.giannetto@reedbusiness.com.au
Infolink	Tracy Engle	PH: (02) 9442 2707 E: tracy.engle@reedbusiness.com.au

MANUFACTURING

Publication	Production Co-ordinator	Contact Details
Australian Metal Worker	Mary Copland	PH: (02) 9442 2738 E: mary.copland@reedbusiness.com.au
Factory Equipment News	Mary Copland	PH: (02) 9442 2738 E: mary.copland@reedbusiness.com.au
Manufacturers Monthly	Mary Copland	PH: (02) 9442 2738 E: mary.copland@reedbusiness.com.au
Safety First	Mary Copland	PH: (02) 9442 2738 E: mary.copland@reedbusiness.com.au
Safety In Action Catalogue/ Safety Show Catalogue	Tracy Engle	PH: (02) 9442 2707 E: tracy.engle@reedbusiness.com.au
Materials Handling Guide	Mary Copland	PH: (02) 9442 2738 E: mary.copland@reedbusiness.com.au

MINING & CONSTRUCTION

Publication	Production Co-ordinator	Contact Details
Australian Mining	Mary Copland	PH: (02) 9442 2738 E: mary.copland@reedbusiness.com.au
Construction Contractor / Hire & Rental	Stephanie Giannetto	PH: (02) 9442 2641 E: stephanie.giannetto@reedbusiness.com.au

PACKAGING & ELECTRONICS

Publication	Production Co-ordinator	Contact Details
Electronics News	John De Fraia	PH: (02) 9442 2627 E: john.defraia@reedbusiness.com.au
Food Magazine	John De Fraia	PH: (02) 9442 2627 E: john.defraia@reedbusiness.com.au
Logistics	Laura Panameno	PH: (02) 9442 8772 E: laura.panameno@reedbusiness.com.au
Packaging	Laura Panameno	PH: (02) 9442 8772 E: laura.panameno@reedbusiness.com.au
Process & Control Engineering	John De Fraia	PH: (02) 9442 2627 E: john.defraia@reedbusiness.com.au

ONLINE PRODUCTION CONTACTS

BUILDING & ARCHITECTURE / MINING & CONSTRUCTION

Portal	Production Co-ordinator	Contact Details
Architecture & Design / Building Products News / Landscape Design News / Sustainable Building Prod / ConstructionContractor / ConstructionHire / Cranelift / DrillBlast / Drilling & Exploration / EarthMove / MineVehicles / MineralsProcessing / MiningAustralia / MiningCoal / Mining Daily / RoadConstruct / SafeMining	Jennifer Collinson	PH: (02) 9422 2657 E: jennifer.collinson@reedbusiness.com.au

MANUFACTURING / PACKAGING & ELECTRONICS

Portal	Production Co-ordinator	Contact Details
FactoryMaintenance / FluidHandling / HydraulicsPneumatics / IndustrialIT / ManMonthly / MatHandling / MetalWorker / MotorsDrives / MyFen / RobotAutomation / SafeToWork / ElectronicsNews / FoodMagazine / LogisticsMagazine / PaceToday / PackagingMagazine / Road Freight News / Shipping / TestMeasurement	Jackie McCarthy	PH: (02) 9422 2945 E: jackie.mccarthy@reedbusiness.com.au