

Your artwork must be received on or before this deadline. The sooner you can get your artwork in the more time we will have to spend on your ad.

## ARTWORK SPECIFICATIONS

### SUPPLYING PHOTOS AND TEXT SO WE CAN DESIGN YOUR ADVERTISEMENT (FREE OF CHARGE)



**Terms > Please note that any artwork produced by us remains the copyright of SHEER DESIGN PTY LTD T/A Your Hunter Valley Wedding Planner – if you wish to use this artwork for any other purpose a release fee applies. We are also happy modify your ad for use in other publications for a fee of \$150 + GST (\$165 inc. GST).**

You will be sent a proof for your approval, no ads will be published without a signed approval. You are allowed two rounds of authors corrections, if you make any further changes to your ad after you receive the third proof you will be charged \$50 + GST (\$55) per round of changes.

**Photos >** Your photos must be supplied in a high resolution format (at least 300dpi at the final size) as **TIFF or JPEG files**. You cannot enlarge your photos using photo editing software as this decreases the quality.

**If you are taking photos on your digital camera please set it on the largest file size and email the photos or burn to CD directly from the camera (please don't re-save or change them in any way as this will affect the quality).**

Photos that are used for websites are generally not suitable for magazines as they are saved at a much lower resolution. If you have any questions or concerns please contact the office or you may wish to send through what you have and we will let you know if they are suitable or not. If you don't have your photos in a digital format we can have your prints or transparencies professionally scanned for you at an extra change of \$25 + GST (\$27.50) per scan.

**Logos >** These are best supplied as **Illustrator EPS files** – other formats are acceptable (such as high resolution TIFF or JPEG) however the quality may be diminished and we may not be able to place them on top of an image or background colour.

**Text >** It is best to supply your text via email – you can supply it in point form and we will arrange it for you or you may wish to supply it as finished paragraphs.

### SUPPLYING FINISHED ARTWORK (OPTION FOR PROFESSIONAL GRAPHIC DESIGNERS ONLY)

**Formats >** We can only accept HIGH RESOLUTION PDF files (at least 300dpi) with all fonts embedded or outlined and all colours in CMYK (please use colour profiles and PDF settings provided). **We DO NOT accept any files containing RGB or Pantone colours. We cannot accept Microsoft Publisher, Word or any other types of files.** It is also best to supply your files in native formats also (i.e. InDesign file - up to CS4) just in case changes are required or the PDF supplied does not meet the correct standards/formats.

**Sizes >** Please see diagrams to the right for artwork sizes. If you need to produce artwork for the back cover, first or second inside DPS or any other special position please contact our office on 02 4933 9000 for details.

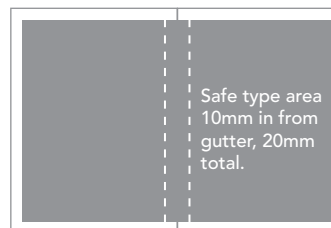
### COLOUR REPRODUCTION

**ACCURATE REPRODUCTION OF COLOURS (IN PHOTOS, LOGOS AND BLOCK COLOURS) CANNOT BE GUARANTEED.** To ensure that we reproduce colours as accurately as possible you must provide CMYK / Pantone colour codes or a printed sample that we can match. When viewing your proof the colours displayed on your monitor or printed by your printer are NOT an accurate indication of final printed magazine. You can also provide a high resolution proof of your finished ad which will also assist us in reproducing your artwork as accurately as possible.

### SEND YOUR ARTWORK BY EMAIL, POST OR FTP

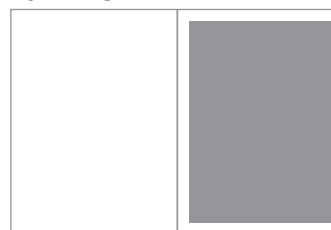
- Email >** Email to [design@HunterValleyWeddingPlanner.com.au](mailto:design@HunterValleyWeddingPlanner.com.au) (we can accept files up to 15MB via email).
- Post >** Post your CD or DVD to 'Your Hunter Valley Wedding Planner' Lvl 1, 245 High Street Maitland NSW 2320 (for files larger than 15MB).
- FTP >** FTP Address: <ftp.huntervalleyweddingplanner.com.au>;  
Username: huhu1590-1 Password: pass123 (please alert us via email when you upload files so that they can be retrieved and checked ASAP).

#### DOUBLE PAGE SPREAD



**Size: 405mm x 265mm**  
Allow at least 10mm on the inside of each page for gutter. Supply each page separately with 5mm bleed on the inside of each page. No bleed is required on other edges.

#### FULL PAGE



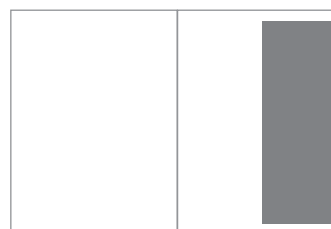
**Size: 188 x 265mm**  
No bleed required – safe type area all the way to the edge.

#### HALF PAGE > HORIZONTAL



**Size: 188 x 130mm**  
No bleed required – safe type area all the way to the edge.

#### HALF PAGE > VERTICAL



**Size: 91.5 x 265mm**  
No bleed required – safe type area all the way to the edge.

#### QUARTER PAGE



**Size: 91.5 x 130mm**  
No bleed required – safe type area all the way to the edge.

**Artwork terms and conditions:** In order to maintain the high standard and quality of our publication we only accept finished ads and advertising material which match our standards and the formats specified in this document. Our creative team reserves the right to reject any artwork which they feel to be of poor quality or in any way inappropriate. If we feel your artwork does not meet our standards for any reason you will be contacted and alternatives will be discussed so that we assist you in achieving the best possible result. All artwork and photos provided to Your Hunter Valley Wedding Planner must be the property of the advertiser or you must supply us with any copyright references which need to be placed on artwork or photos. Your Hunter Valley Planner cannot be held responsible for any omissions if you approve your advertisement without the required copyright information included.