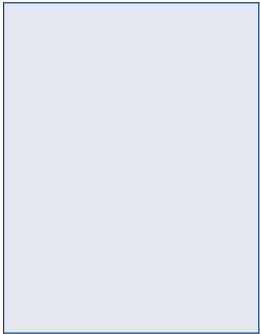
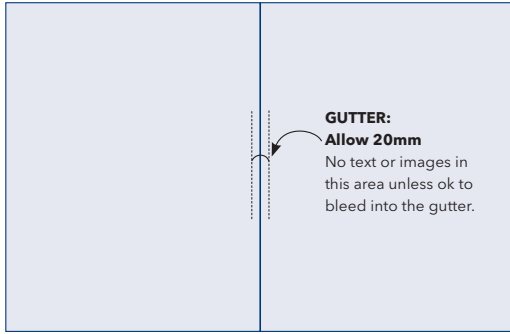


specifications *magazine*



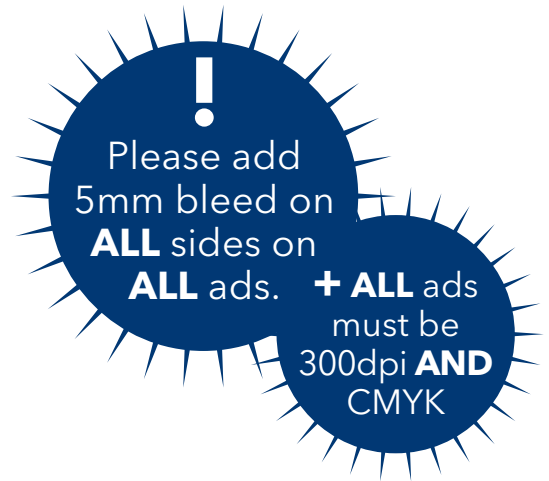
FULL PAGE

Width 170mm
Height 230mm



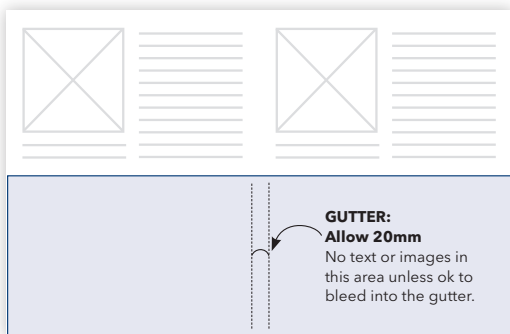
DOUBLE PAGE SPREAD

Width 340mm
Height 230mm



HALF PAGE: HORIZONTAL

Width 170mm
Height 114mm



DOUBLE PAGE SPREAD: HALF PAGE HORIZONTAL

Width 340mm
Height 114mm



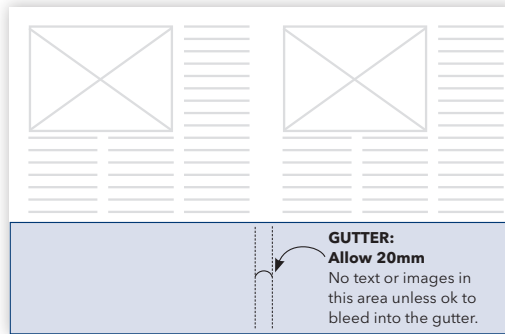
THIRD: VERTICAL

Width 56mm
Height 230mm



THIRD: HORIZONTAL

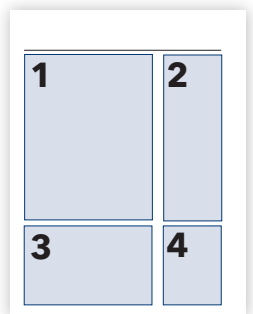
Width 170mm
Height 76.5mm



DOUBLE PAGE SPREAD: THIRD HORIZONTAL

Width 340mm
Height 76.5mm

SHOPPING GUIDE



1. LARGE

Width 92mm
Height 124mm

2. MEDIUM VERTICAL

Width 44mm
Height 124mm

3. MEDIUM HORIZONTAL

Width 92mm
Height 59mm

4. SMALL

Width 44mm
Height 59mm

specifications *magazine*

CHECKLIST

TICK ALL BOXES

- FILE FORMATS**
Our preferred format is a **high res pdf**. We also accept flattened, high res tif and eps files.
- AD SIZE**
The document size must match **HFG ad size specs**.
- SAFE ZONE**
Please do not position text or images (that you do not want trimmed) **within 3mm** of the edge of any trim size ad.
- BLEED**
All ads require an **extra 5mm bleed** to be added on ALL four sides.
- CROP MARKS**
All ads must be supplied with **crop marks**.
- RESOLUTION**
All images within the ad must have a resolution of **300dpi**.
- CMYK**
Ads must be supplied as **CMYK** (ensure no RGB objects/images or spot colours within the ad).
- FONTS**
All fonts must be **embedded** or converted to outlines/paths.
- PRINTED PROOF**
A **high quality colour accurate proof** should accompany the digital file in order to assist with colour reproduction during the printing process. If a lower quality proof, or no proof, is supplied, HFG will endeavour to meet reproduction standards but accepts no responsibility for print accuracy.

PLEASE NOTE

All digital delivery files must adhere to the set advertising guidelines with allowance for transfer times.

The publisher will make every endeavour to source correct material and to check that the material supplied has been produced correctly; however liability for reproduction of advertisements where material is incorrectly supplied remains with the advertiser and the advertiser's agency. The Publisher retains the right to refuse material that is not supplied as specified. All production costs arising from changes to material supplied will be charged.

If you have any questions regarding how you need to supply your ad, please do not hesitate to contact us.

specifications *digital*

MATERIAL FORMAT

- All website display ads must be supplied as a jpg, gif, or swf file.
- Maximum file size is **40kB** (20kB for jpgs and gifs is preferable).
- Non-standard creative (rich media) and file sizes >40kB must be served through their own 3rd party ad servers including polite downloading such as Facilitate or Eyeblander (eg videos, expandables, floating layers).
- Flash ads also require static back up material for users without flash capabilities.

WEBSITE DISPLAY AD SIZES

Banner: 728 x 90 pixels

Skyscraper: 160 x 600 pixels

Medium rectangle: 300 x 250 pixels

NEWSLETTERS

Inclusion:

- 1 x heading,
- 1 x image,
- ~80 words
- url details

Skyscraper:

- 160 x 600px,
- <40kB

Banner:

- 160 x 75px,
- <40kB

Text link:

- 1 x thumbnail image plus a maximum of 8 words

SOLUS EMAILS

If supplying material ready:

Size: 550pixels wide x any height with all urls embedded

If HLM is laying the solus up for you, please supply:

- 1 x heading
- 1 x image at 550px wide x any height
- Copy
- Urls and what the urls should link to (eg heading, image, specific copy)

CLIENT RESPONSIBILITY

Clients are responsible for checking the quality and integrity of digital files before submission.

Files will be rejected if they are not prepared to the correct height and width specifications or are too large in file size.

NOTES

Healthy Food Guide reserves the right to:

- Request substantiation for any health or nutritional claims made in any advertisement;
- Add a keyline, the word 'advertisement' and/or change fonts used in any advertisements that, in our opinion, look similar to editorial; and/or
- Accept or reject advertising material and to edit copy to make it conform to our legal or ethical requirements.
- No ads making therapeutic claims will be accepted without a TAPS number.

If you have any questions regarding how you need to supply your ad, please do not hesitate to contact us.