

# AD SPECIFICATIONS

NOVA Magazine is printed on newsprint and 52 gsm paper by a lithographic process on Web offset presses. **Please note that advertisements prepared for gloss paper are rarely suitable for this process. As a result, we can only accept advertisements that have been prepared in accordance with our specifications, which are those appropriate to newsprint.**

- NOVA is produced on newsprint by a lithographic process on Web offset presses at a screen ruling of 85 lpi.
- We accept PDF, TIFF, JPEG or QuarkXPress files.
- Group Quark Ads
- Include a list of all the elements used and a hard copy (printed) proof in colour if applicable.
- Digital ads accepted on Zip, CD, or via email (up to 5MB) only.
- We cannot accept 'Word' or 'Publisher' documents.
- Place graphics at 100% only
- Submit colour graphics in CMYK only
- Ensure black type in colour ads is 100% black (eg not CMYK)
- Type reversed out of Colour to be no smaller than 12pt
- Single colour white reverse type to be in bold font & no smaller than 8pt
- Grays to be no less than 10%
- Borders and lines to be no less than 0.5 point
- Grayscale scans (eg photos): save as JPEG 150 dpi
- Black & white scans (eg lineart): save as TIFF 600 dpi
- Grayscale & b&w combined (eg text over graphics): 300 dpi

## AD DIMENSIONS FOR TRIM AND STITCH

(Trimmed tabloid page size 360mm x 270mm)

<b>1/32</b>	-	37 (h) x 58 (w) mm	
<b>1/16</b>	H	37 (h) x 122 (w) mm	
<b>1/16</b>	V	78 (h) x 58 (w) mm	
<b>1/8</b>	H	78 (h) x 122 (w) mm	
<b>1/8</b>	V	162 (h) x 58 (w) mm	
<b>1/4</b>	H	78 (h) x 250 (w) mm	
<b>1/4</b>	V (narrow)	330 (h) x 58 (w) mm	
<b>1/4</b>	V	162 (h) x 122 (w) mm	
<b>1/5</b>	V (narrow)	247 (h) x 58 (w) mm	
<b>1/5</b>	-	118 (h) x 122 (w) mm	
<b>1/3</b>	H	106 (h) x 250 (w) mm	
<b>1/2</b>	H	162 (h) x 250 (w) mm	
<b>1/2</b>	V	330 (h) x 122 (w) mm	
<b>1/2</b>	H (bleed)	182 (h) x 290 (w) mm	Live type area 152 x 250
<b>Full Page</b>	-	340 (h) x 250 (w) mm	
<b>Full Page</b>	(bleed)	380 (h) x 290 (w) mm	Live type area 340 x 250