

## Specifications & Deadlines

AD SIZE	TRIM AREA	BLEED	TYPE AREA
CLASSIFIED	H 88mm x W 61mm		H 78mm x W 51mm
1/4 PAGE VERTICAL	H 142mm x W 101mm		H 132mm x W 91mm
1/2 PAGE VERTICAL	H 288mm x W 101mm		H 278mm x W 91mm
1/2 PAGE HORIZONTAL	H 142mm x W 210mm		H 132mm x W 200mm
SINGLE PAGE	H 320mm x W 235mm	H 330mm x W 245mm	H 270mm x W 205mm
DOUBLE PAGE	H 320mm x W 470mm	H 330mm x W 480mm	H 270mm x W 440mm

**Trim:** This is the finished size of the artwork.

**Bleed:** In order to ensure no important parts of the advertisement design are cut off in the trimming process, you must include a 'bleed' area in all double and single page advertisements.

**Type area:** For optimal visual results, please include all important graphics and text within this 'safe zone'. Placing content too close to the edge may result in content being lost during trimming, or may be ineligible. The measurements indicated on the table above are approximate.

**Format:** Bride Tasmania will only accept designs in the following formats: Adobe InDesign (packaged file with fonts and links included), high resolution PDF and Photoshop (however, please note that Photoshop is not the ideal software for reproducing sharp text in print publishing). All images embedded within PDF documents are to be CMYK and 300dpi.

Our preference is for high-resolution PDF files.

**Medium:** PDF files of less than 10MB may be emailed to: [enquiries@bridgetas.com.au](mailto:enquiries@bridgetas.com.au).

**Viewing of proofs prior to printing:**

Advertisers wishing to view a digital proof of their advertisement prior to going to print, should advise Bride Tasmania at the time of submitting their advertisement. Please note that there is a charge for this process.

**Enquiries:** Should you have any queries, please contact Steve Mihalenko on: (03) 6231 5633 or [steve@bridgetas.com.au](mailto:steve@bridgetas.com.au).

**Designs supplied by the advertiser or by their agent:** Bride Tasmania cannot accept responsibility for the final copy of advertisements supplied to us digitally by the advertiser, or by their agency.

The advertiser must ensure that they have approved the content and look of their advertisement. If the colour reproduction of the advertisement is paramount, a final proof of the advertisement must be provided to Bride Tasmania.

**Deadlines:**

Editorial Photographs: 1st March 2017  
 Real Life Weddings: 1st March 2017  
 Booking Deadline: 28th April 2017  
 Material/Copy Deadline: 28th April 2017  
 On sale date: Spring – September 2017