



MEDIA GROUP

# Advertising Material Lodgement Requirements

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AUGUST 2014

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## INTRODUCTION

The following guidelines are to assist suppliers of Advertising or Editorial material which are to be incorporated within magazines published by Bauer Media (Bauer).

These guidelines are to be strictly adhered to in order to comply with Bauer's Editorial, Advertising & Production requirements as well as the requirements of our printers.

Please remember that suppliers of digital advertising are responsible for checking the quality, specifications and integrity of their files before submission to Bauer Media.

If you have any questions regarding the submission of digital advertising to Bauer Media, please contact your Bauer Media account representative or the Bauer Media, Production Services Department.

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## 1. Requirements & Recommendations for Submitting Digital Advertising

**Bauer Media only accepts digital advertising files via digital advertising delivery services that comply with Bauer Media's technical specifications and that appropriately interface with Bauer Media's advertising bookings system (Compliant Validation Services). Compliant Validation Services include Quickcut, Bauer Ads (selected publications only) and Adsend. Digital advertising files will not be accepted on disk, via email or by any digital advertising delivery service that is not a Compliant Validation Service. It is your responsibility to ensure that any digital advertising delivery service that you use is a Compliant Validation Service. Bauer Media is not able to provide technical assistance in relation to digital advertising delivery other than the general guidelines provided on this site.**

**Quickcut** – is a service provider for electronic delivery of digital advertising files and has proven to be an efficient method of receiving and tracking digital advertising files at Bauer Media. As Quickcut provides the facility to check your file for errors before it arrives, it is a preferred provider to Bauer Media.

For more information regarding Quickcut's services please contact Quickcut on:

+61 2 9467 7500 (reception) or

+61 2 9467 7602 (fax)

1 300 768 988 (Tech Support)

Via the Web – <http://visit.adstream.com.au/au/print>

**Adsend** – is a web-based delivery system that offers PDF validation that won't allow the digital advertising file to be sent until it's fixed, by you or by the system itself. The Adsend System allows easy identification of your material into the Bauer magazine workflow.

For more information please visit;

<http://www.adsend.com.au>

or call +61 1300 366 156

We recommend that you use either of these services so that you do not submit digital advertising files that contain technical errors and, therefore, will not print correctly. Bauer Media does not have the resources to accept and track digital advertisements supplied by email or on disk or to repair files that have not been prepared incorrectly.

Quickcut, Bauer Ads (select publications only) and Adsend are integrated with Bauer Media's advertising booking system, which enables easy identification of advertising material sent through these platforms,

Bauer Media takes no responsibility for advertising material supplied incorrectly or for errors that occur during the validation process, including when using a Compliant Validation Service.

Bauer Media will only take responsibility for post-validation errors in relation to reproduction, placement or incorrect material where the relevant advertising material has been supplied through a Compliant Validation Service.

**Bauer Media will only take responsibility for accurate colour reproduction of digital advertising material if a digital advertising file and proof is supplied in accordance with 3DAPv3 guidelines.**

Bauer Media, in conjunction with other publishers, prepress companies and printers, has worked with the 3DAP committee to create appropriate standards for digital advertising.

The latest 3DAP specifications (3DAPv3) is based on the international printing standard ISO 12647-2 and incorporates the ISO 12647-7 tolerances for proofing quality control. More information is available at [www.3DAP.com.au](http://www.3DAP.com.au).

The 3DAPv3 standard encompasses different paper types. Bauer Media has adopted ISO paper types 1 and 3, the majority of our titles falling into the paper type 1 category. A list of paper type usage per magazine can be found [here](#). Advertisers can also check with the relevant [production controller](#) for each title to confirm the correct paper type for proofing and CMYK separations.

Supplying the correct files and proofs allows our titles to achieve consistency in material supplied from various sources, minimising colour compromises on press. CMYK separation profiles for Photoshop is available as a free download from the 3DAP website. Bauer Media highly recommends the use of these profiles for image preparation.

## 2. Material Instructions – Correct Publication Date & Booking Number are Essential

Without material instructions, it can be difficult to track material. In addition to supplying material instructions, it is necessary to ensure you have a valid job ticket with booking number sent via email to allow us to identify your advertisement. It is particularly important to follow the instructions on the job ticket, which refers to the cover date of the title (not the on sale date) along with the unique booking reference number allocated to the advertisement.

For **double page spread advertisements** that are separated into left and right hand pages, please specify clearly which page is which. For advertisements that are to appear one after the next (“consecutive advertisements”), please specify clearly the order in which they should appear. Within the Quickcut or Adsend ticket, please also tick the “Hard Copy Proof Supplied” check box if you will be sending a 3DAP compliant proof.

### 3. PDF Specifications Summary

Bauer Media only accepts digital advertising files via digital advertising delivery services that comply with Bauer Media's technical specifications and that appropriately interface with Bauer Media's advertising bookings system.

Digital advertising files that do not meet the following specifications will be rejected:

- PDF version 1.3
- All fonts must be embedded.
- All elements must be CMYK. RGB or spot colours are not allowed.
- Images must have an effective resolution of at least 150dpi. **300dpi is recommended.**
- Trim size must be correct according to Bauer Media's specifications.
- 5mm bleed must be included on all sides of the advertisement. This is in addition to the trim size.
- PDF must contain crop marks, positioned outside the bleed area.
- Supplied as single pages, one PDF per page. Spreads or multipage PDFs are only allowed in case of gate folding. If a gatefold is required please follow Bauer Media's Gatefold Procedure.
- Truetype, CID or MultipleMaster fonts are not allowed.
- Total ink weight must not exceed magazine specific limit (300% for Papertype-1 titles, 280% for Papertype-3).
- Bauer Media cannot take responsibility for accurate reproduction of advertisements if;
  - Fonts are artificially stylised;
  - Font sizes are below 5 points for solid text or below 9 points for reversed or non-solid text; or
  - Text or other content is placed outside the live type area.

Bauer Media adheres to the 3DAP recommendations for preparation and proofing of digital advertising files.

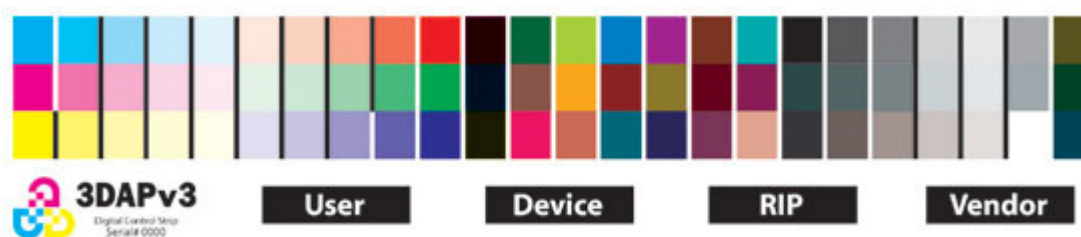
### 4. 3DAP, Proofs and Control Strip

Bauer Media, in conjunction with other publishers, prepress companies and printers, have been working with the 3DAP committee to create appropriate standards for digital advertising.

The latest 3DAP specifications (3DAPv3) is based on the international printing standard ISO 12647-2 and incorporates the ISO 12647-7 tolerances for proofing quality control. More information is available at [www.3DAP.com.au](http://www.3DAP.com.au).

When a 3DAPv3 compliant proof made from the supplied file is not submitted, Bauer Media cannot take responsibility for accurate colour reproduction.

In order to verify that a proof is in compliance with the 3DAPv3 proofing requirements, each proof must have the following 3DAP endorsed Control Strip printed alongside the advertising material. Use of the strip obligates the user to follow the QC procedures supplied by proof vendors to the user after approval of their individual device. Bauer Media will reject a proof if the control strip measures outside the specification, or if the strip does not carry all of the relevant information. This wedge is only available to users of 3DAP approved proofing systems.



## 5. 3DAP Paper Type Profiles

The 3DAPv3 standard encompasses different paper types. Bauer Media has adopted ISO Paper types 1 , 3 & 4.

**It is important to be aware of the relevant paper types prior to the production of advertising material. This will ensure you utilise the correct separation profiles and produce the correct proofs for the printing process.**

- **Paper Type 1** is typically a higher brightness coated stock and may be used for magazine stocks printed sheet-fed, as well as the higher brightness web offset stocks.
- **Paper Type 3** is typically a mid to high brightness coated stock, generally with a lower mass per area weight (gsm).
- **Paper Type 4** is typically a higher brightness uncoated stock.

Supplying the correct files and proofs allows our titles to achieve consistency in material supplied from various sources, minimising colour compromises on press. CMYK separation profiles for Photoshop is available as a free download from the 3DAP website. Bauer Media highly recommends the use of these profiles for image preparation.

Bauer Media and 3DAP recommend that PDF files are made to meet the international PDF/X-1a standard, which is available as a pre-set in all modern layout programs. PDF/X-1a ensures that the file you submit contains all the elements that are needed for accurate print reproduction. It will also ensure that unnecessary elements that could affect the reproduction are not included.

**Images should have an effective resolution of 300dpi.**

Low resolution images lead to poor print reproduction. Images that look acceptable on-screen might not look acceptable once printed. Note that it is the effective image resolution that is important, taking into account the scale factor of images in the layout program.

**All digital advertising file should be prepared for process colour (CMYK) separations**

Special arrangements need to be made when advertisements are booked with spot colours - please contact Bauer Media Production Services if this situation arises.

**Your digital advertising file will be rejected by Bauer Media if it contains TrueType, MultipleMaster or CID fonts**

These font types are not supported by our printers and, therefore, Bauer Media will reject digital advertising files that contain these fonts. Type 1 Postscript fonts are the only acceptable fonts. If you need to use another font type, outline it in your layout application before creating the PDF.

**Your digital advertising file will be rejected by Bauer Media if fonts are not embedded**

Fonts must be embedded in the final file and must be active on your system at the time of creating the PDF file.

**Choose type size carefully**

Bauer Media recommends that you do not use type size smaller than 8 points as this is difficult to read. Reverse type smaller than 12 points may not reproduce well and serif and non-bold fonts smaller than 10 points may disappear into reverse areas.

## 6. Spine Allowance & Double Imaging, what is required?

Only streamer headings or baselines of very large type can run across the gutter of a double page spread. Type or product shots should always clear the spine and should never be split.

**Perfect Bound Magazines Spine Allowance**

Type must be designed to clear the spine by a minimum of 10mm each side of the spine (total 20mm) due to this space being optically lost in the spine of the magazine. This space must be in addition to any word or letter space already present. Any critical image cross-over should be **double-imaged** across the gutter.

**Saddle Stitched Magazines Spine Allowance**

Titles bound by this method require type to clear the spine by 3mm each side of the spine (total 6mm) due to this space being optically lost in the spine of the magazine. This space may include any word or letter space already present.

## Double Imaging

Clearance space should be minimum of 6mm (3mm of double image incorporated into the overall image of each page), due to this space being optically lost in the spine of the magazine and therefore must be in addition to any work or letter space already present.

Any critical cross over should be double imaged across the gutter. Double image allowance is **3mm each side of the centre** and is incorporated into the overall image of each page. It is to be included within the trim not additional to the trim size. i.e. the spread will carry a 6mm common image through the centre of the spread.

Double Imaging Design Example;



Double Imaging Bound Example;



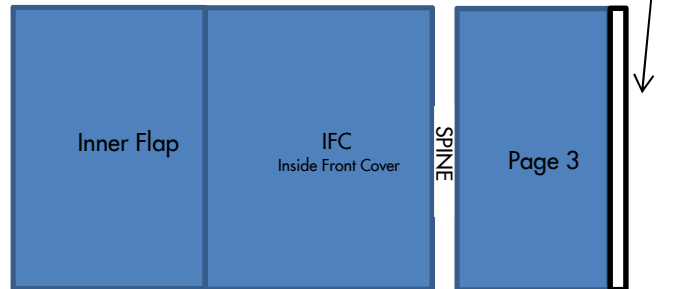
Bauer Media cannot take responsibility for any optical loss of an image in the gutter of a double page spread without the supply of a double-imaged PDF file and accompanying digital proof.

## 7. Requirements & Recommendations for Gatefold Executions

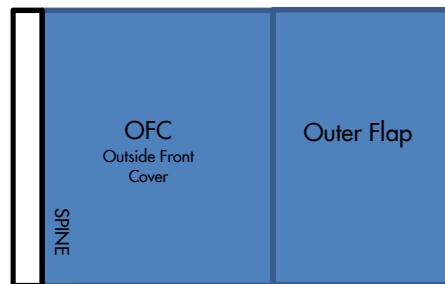
A gatefold is a type of magazine advertisement where the cover or an outside page opens to reveal an additional page/panel that folds out. The execution can be used either on the front or back cover of a magazine. There are other complex style gate folds, which will need to be specified as per demand.

Gatefold	Inner and Outer flap
OFC	Outside front Cover
IFC/IBC	Inside Front Cover/Inside back Cover
IBF	Inside back flap
Spine	Glued centre section of a perfect bound magazine
Pg 3	Page 3, 1 <sup>st</sup> page of the text section
Courtesy Strip	Page 3 white strip, visible under a gatefold cover foredge (can be black or white)
Image Bleed	Image bleed area 5mm each side (Place crop marks outside of bleed area)
Image Trim	Finished Size
Image Type	To clear the spine by a minimum of 10mm each side ( 20mm total)

Inside Spread Visual



Outside Visual



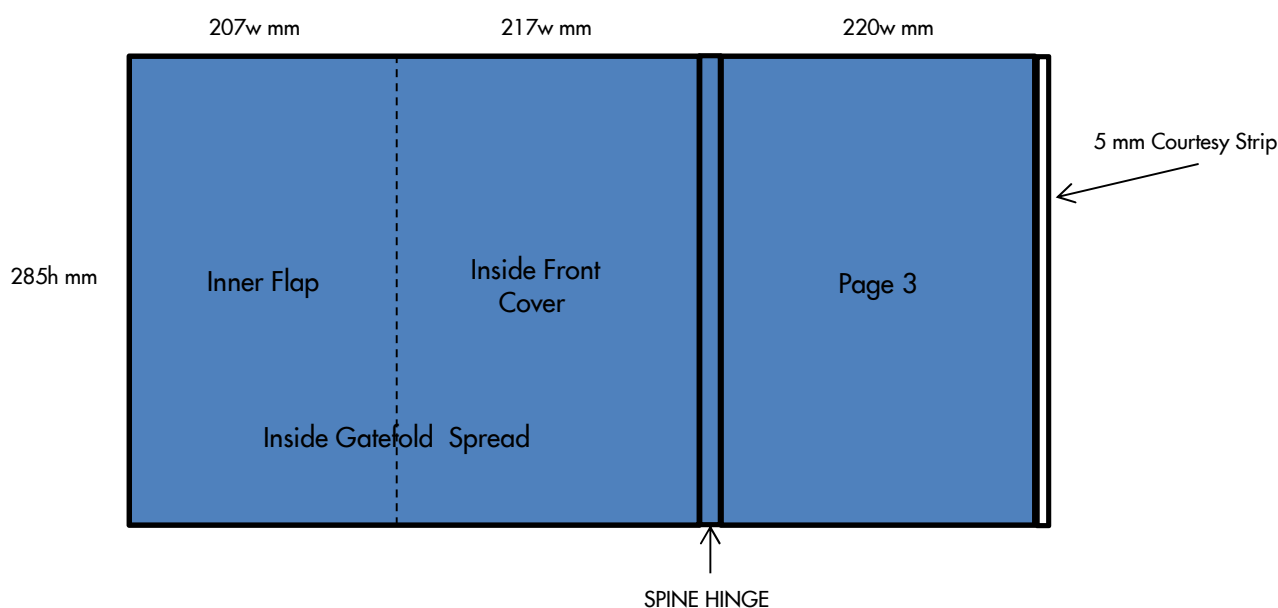
### Front Cover Gatefold



Gatefold art files must be submitted as a spread with 3 bookings in total;  
 (Spread does not include Page 3, Page 3 must be a single page)

1. Outside Front Cover Flap (Visually finishes 3mm short of the foredge)
2. Inside Gatefold Spread (includes the Inner flap & the Inside Front Cover)
3. Page 3 (allow for a 5mm visible courtesy strip)

**Example 285 x 220mm Front /Gatefold Cover** (Each magazine differs in size, this is an example of one only)



**INSIDE SPREAD Inner Flap + inside Front Cover**  
 (Can also be on the back cover)

**Trim:** 285h x 424w mm  
**Bleed:** 295h x 434w mm  
**Type:** 265h x 404w mm

**PAGE 3**

**Trim:** 285h x 220w mm  
**Bleed:** 295h x 230w mm  
**Type:** 265h x 200w mm

**SPINE HINGE**

Allow 3mm non image, each side of spine which will be optically lost when glued for Perfect Bound titles.

**PAGE 3 Courtesy Strip**

Allow for an additional 3mm bleed if image/black. Finished visible courtesy strip will be 5mm

Should you have any queries or problems regarding these instructions, please call the Bauer Production Controllers who will be happy to assist.