

# ADVERTISING SPECIFICATIONS

**Ads supplied to OUTBACK magazine on disc must be Macintosh format, Quark Xpress files with all hi-res images (350 dpi) and all fonts (screen & printer) included. Images that bleed across the gutter should be double-imaged 3mm on either side.**

## SUPPLYING FILES

- Clearly mark the exterior of your disk/zip with your company name and job description.  
*This will avoid anyone misplacing the file.*
- Organise your files on the disc in a clear manner.  
If you have low-res positional files, **do not** include them on your disc, this way, everyone involved knows that we are to use hi-res files that we hold or have scanned.
- Please do not use punctuation or symbols in naming files, and use underscores ( \_ ) instead of spaces.
- We are now accepting files (full page and double page Ads) via the **Quickcut** digital delivery system.  
*You can contact Quickcut on (02) 9938 7500 or visit their website- [www.quickcut.com.au](http://www.quickcut.com.au)*
- Provide a **"Print Window"** of the disc contents:  
*We then can easily detect any files, fonts or supporting images that are missing.*

## IMAGES

- Images should be **CMYK**, not RGB.
- The total ink limit should not exceed 320%.
- 20% dot gain should be built into the separations.
- Images should be **MAC format EPS** where possible or **TIFF**. Keep the file names short.
- Please try to avoid supplying compressed files(eg: jpeg) as it degrades the quality of the image.
- **Do not** embed Photoshop files within Illustrator files.  
*We have no way of checking them.*
- If you are using a Quark EPS in your document, supply the original and supporting files.
- If you are supplying or using an **Illustrator EPS** in your Ad please convert all type to **outlines**.

## DOCUMENTS

- Always supply the **LATEST** printout of your job in colour.  
*We will need this to check that all the elements are sitting correctly in the document.*
- Always supply material instructions containing the booking number, booked size and run date of your Ad.

## FONTS

- Always supply **ALL the fonts** used in your document, including those used in Illustrator files. Supply both the **screen (suitcase) and printer (postscript)** extensions for all fonts used.
- **Do not use true type fonts, as these will default and won't print correctly.** Only type one postscript fonts should be used.

## PDFs

- PDF format will be accepted only for **full page ads** and only if the PDF has been created using specifications supplied by Quickcut or **OUTBACK** magazine.  
*PDFs that have been imported as images into Quark cannot be accepted. PDFs supplied to OUTBACK in this manner need to be exported as EPS format from acrobat, this EPS can then be imported into Quark.*

## PROOFS

- High quality colour proofs (suitable for web offset printing) should always be supplied for colour matching purposes.
- **Any full page or double page Ad received without a colour proof will incur a \$50 surcharge** as we will have to output a proof for colour matching on press.