

## Advertising Specifications

**SUPPLIED MATERIAL** - All complete supplied artwork must be a PDF which is produced from layout software such as InDesign, Illustrator, Quark Express etc. 'Press Quality' settings with transparency flattened should be used when exporting to PDF. Portrait adverts only, No Landscape Adverts Will Be Accepted

**PDF** - PDF'S CREATED FROM MICROSOFT PROGRAMS SUCH AS WORD, PUBLISHER, POWERPOINT AND EXCEL CANNOT BE ACCEPTED. THESE PROGRAMS CREATE PDFS WHICH WILL NOT MEET OUR SPECIFICATIONS.

**COLOUR** - PDF's should be created with CMYK colours only. No RGB, LAB, pantone or spot colours. Please turn off all colour management when creating ads. Mono ads should use the black plate only.

**FONTS** - All fonts should be Type 1 and embedded. If you need to use True Type fonts, please convert to outlines

**IMAGES** - All images should be CMYK and 100% scale at 300dpi before placing into layout. No scaling of images should be done in your layout. Images taken from the internet or mobile phones are not acceptable.

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Any **MONO** advertisement must be a NON BLEED ad and must run only to the type area dimensions as listed below.

The **TYPE AREA** is the most important as it must contain all essential elements of the advertisement such as text, pics and logos.

The **TRIM** is the actual page area and represents where the paper will be cut in the magazine.

The **BLEED** (Gloss only) should be used when the advert is to run right to the paper edge and should include only non essential elements such as colour blocks, gradients or graphics that can be cropped off without effecting the finished product.

**BLEED not available on Newsprint colour or Black and White Advertisements.**

**ORIENTATION:** Portrait adverts only, No Landscape Adverts Will Be Accepted

## Bleed advertisements: What is acceptable and unacceptable

### Acceptable

- TRIM
- BLEED AREA
- TYPE AREA

- ✓ Images and block colour go out to bleed
- ✓ Text is within type area
- ✓ Logo is within type area

### Unacceptable

- TRIM
- BLEED AREA
- TYPE AREA

- ✗ Images and block colour only go out to trim
- ✗ Text is out of type area
- ✗ Logo is out of type area
- ✗ Bleed on black and white advertisements

## Guidelines for using BLACK

**THE CONVERSION ONLY TAKES PLACE ON OBJECTS, NOT IMAGES.**

Please check all work to have either of the following readings for blacks:

There are issues with objects that use a 'rich black'. The system is converting any black that uses more than 100% K. For example if you pick a black that uses the following breakdown: C: 30 M: 30 Y: 30 K: 100 The system will convert it back to 100% K only.

**OPTION 1** – STANDARD BLACK C:0 M: 0 Y: 0 K: 100

**OPTION 2** – RICH BLACK – if using plates other than K, make the K 99% - all other plates can be of any value as long as they're NOT equal C: 30 M: 28 Y: 32 K: 99

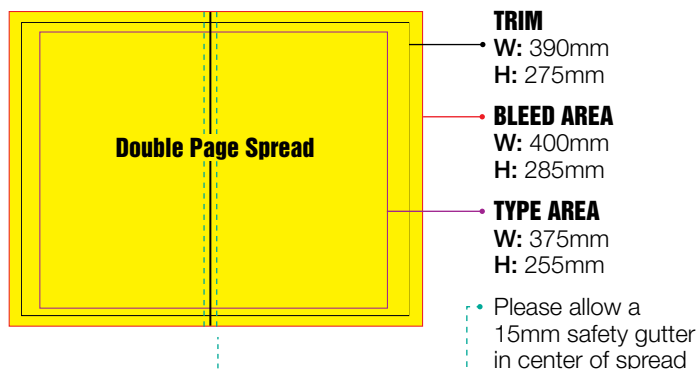
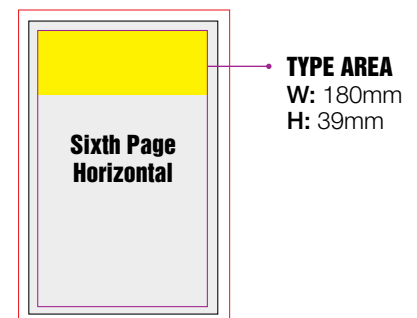
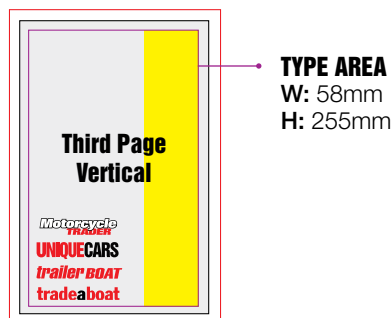
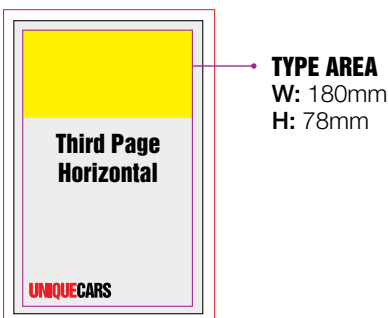
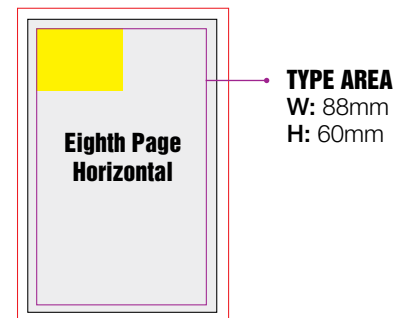
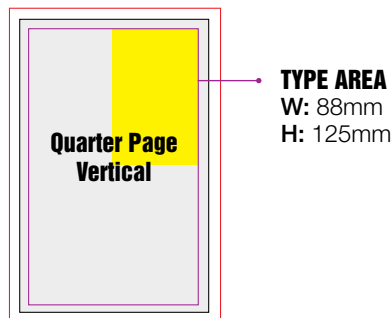
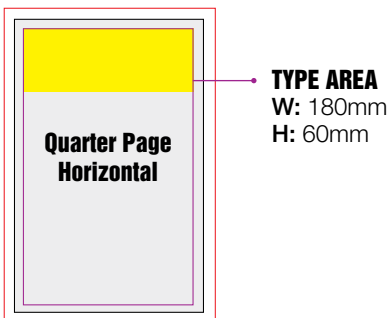
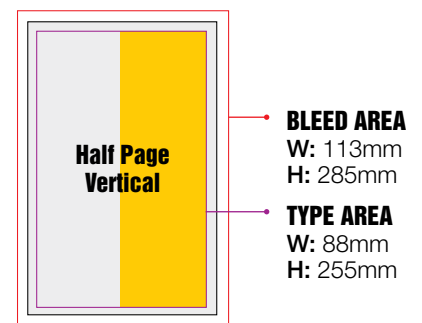
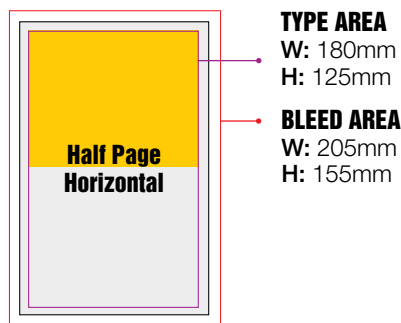
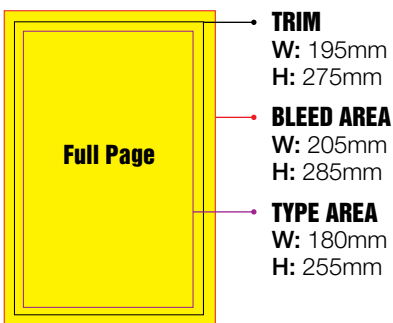
# UNIQUECARS

## Motorcycle TRADER

# tradeboat

## trailer BOAT

**For sizes that cannot have a bleed, please use the TYPE AREA for the ad size**  
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## TYPE AREA

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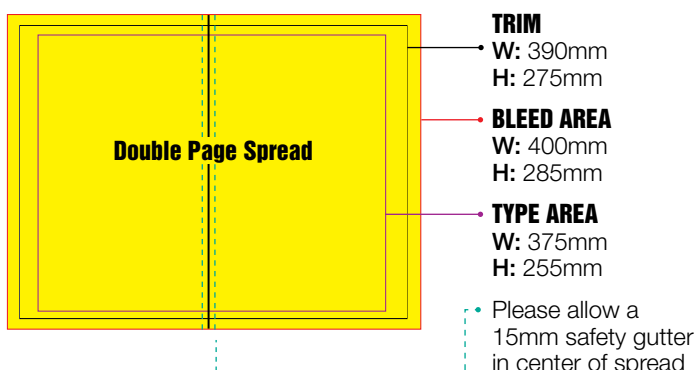
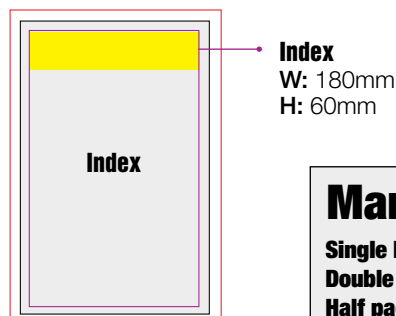
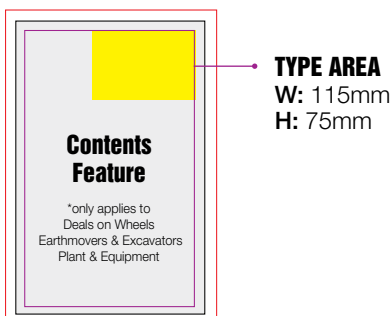
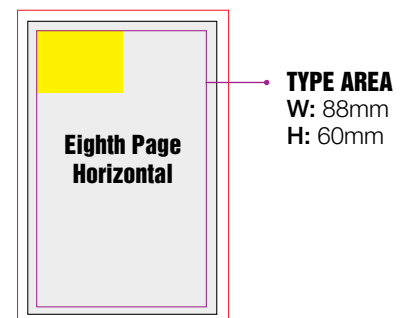
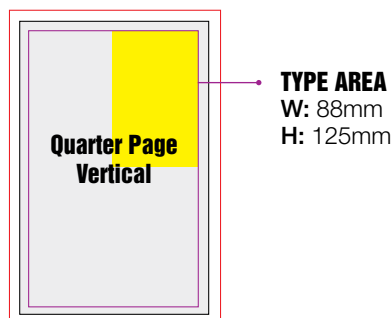
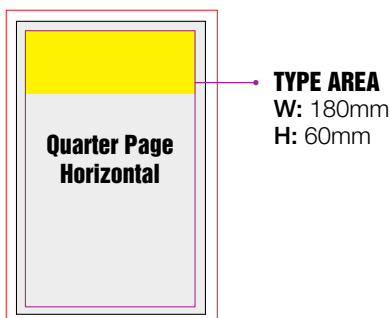
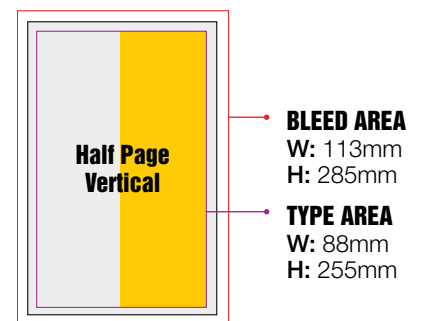
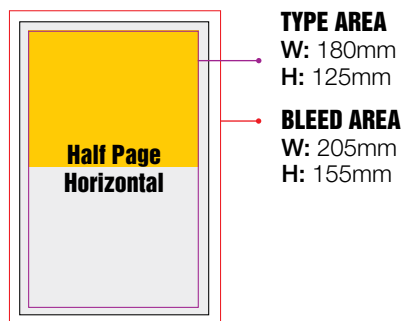
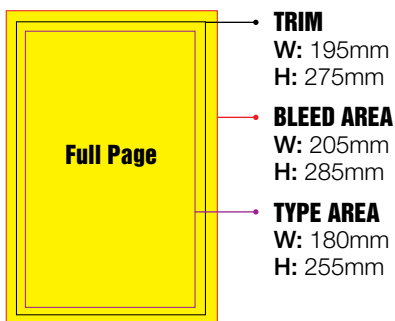
## dealsonwheels

## plant&equipment

## earthmovers &excavators

## motorhome& caravantrader

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### Marketplace

- Single business card ..... 88wx45h
- Double business card ..... 88wx90h
- Half page horizontal ..... 180wx125
- Half page vertical ..... 88wx255
- Quarter page vertical ..... 88wx125

earthmovers &excavators plant&equipment dealsonwheels

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**UNIQUECARS**

**earthmovers  
& excavators**

**motorhome &  
caravan trader**

**Motorcycle  
TRADER**

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**tradeboat**

**dealsonwheels**

**trailer BOAT**

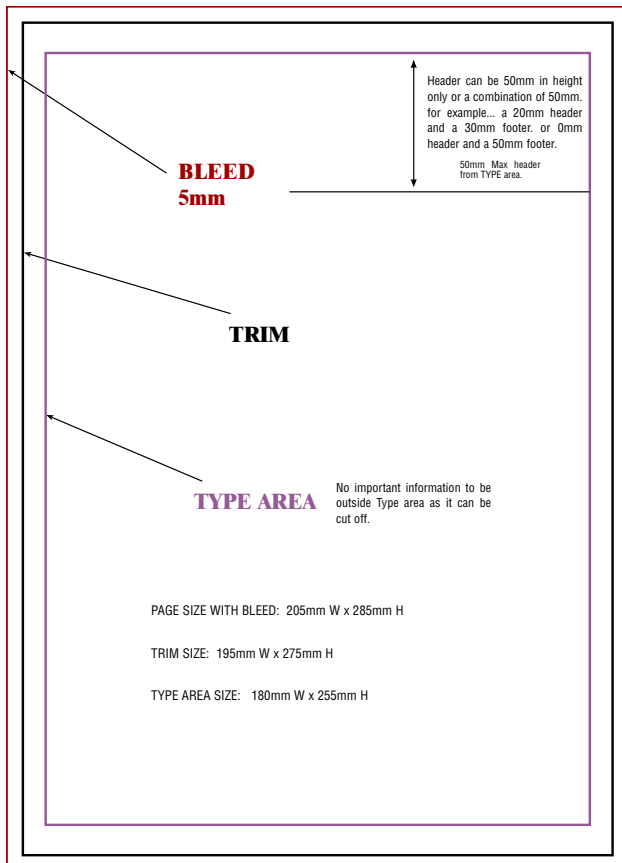
## MasterPage information

[MasterPages@traderclassifieds.com.au](mailto:MasterPages@traderclassifieds.com.au)

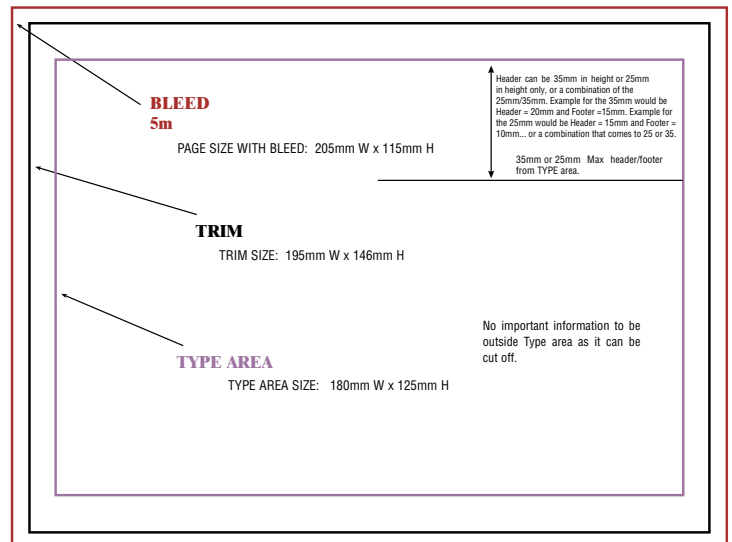
Supplied MasterPages will be accepted when they meet the below specs, are CMYK and supplied as HI RES PDF or AI artwork. Once MasterPages receives the artwork it will be checked and you will be contacted. Please note that if any changes are required, new MasterPages will need to be supplied.

MasterPages is able to design the artwork however we will need a detailed brief with HI RES vector, ai, eps or PDF files for the build. HI RES Jpegs or other formats may be accepted.

Full page



Half page



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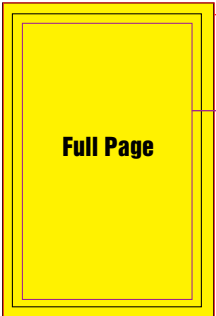
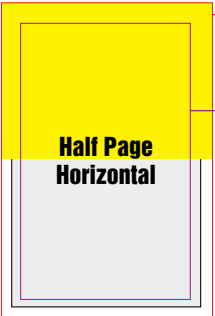
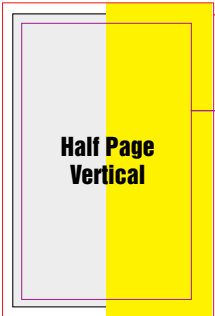
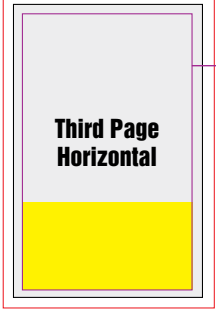
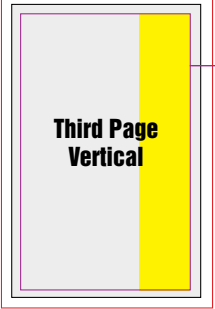
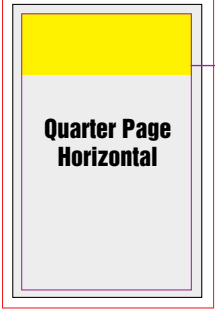
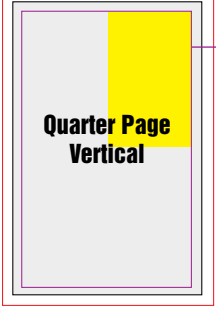
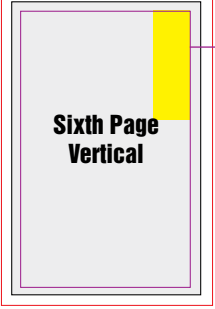
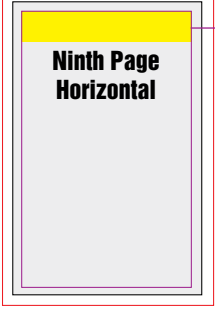
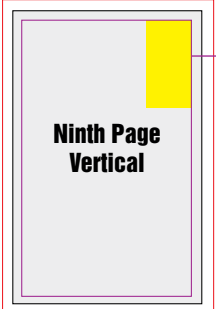
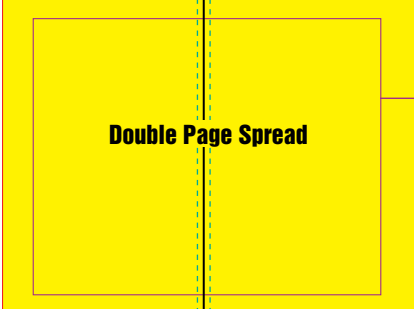
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www.caravanworld.com.au  
**Caravan World**  
 CARAVANS • MOTORHOMES • OUTDOOR ADVENTURES

**CAMPERTRAILER**  
 TRAILERS - TRAYBACKS - TRAVEL **AUSTRALIA**

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 <p><b>Full Page</b></p> <p><b>BLEED AREA</b> W: 235mm H: 307mm</p> <p><b>TYPE AREA</b> W: 200mm H: 270mm</p> <p><b>TRIM AREA</b> W: 225mm H: 297mm</p>	 <p><b>Half Page Horizontal</b></p> <p><b>BLEED AREA</b> W: 235mm H: 148.6mm</p> <p><b>TYPE AREA</b> W: 193mm H: 126mm</p> <p><b>TRIM AREA</b> W: 225mm H: 141mm</p>	 <p><b>Half Page Vertical</b></p> <p><b>BLEED AREA</b> W: 115mm H: 307mm</p> <p><b>TYPE AREA</b> W: 94mm H: 255.5mm</p> <p><b>TRIM AREA</b> W: 105mm H: 297mm</p>
 <p><b>Third Page Horizontal</b></p> <p><b>TYPE AREA</b> W: 193mm H: 81.5mm</p>	 <p><b>Third Page Vertical</b></p> <p><b>TYPE AREA</b> W: 61mm H: 270mm</p>	 <p><b>Quarter Page Horizontal</b></p> <p><b>TYPE AREA</b> W: 193mm H: 59mm</p>
 <p><b>Quarter Page Vertical</b></p> <p><b>TYPE AREA</b> W: 94mm H: 126mm</p>	 <p><b>Sixth Page Vertical</b></p> <p><b>TYPE AREA</b> W: 61mm H: 126mm</p>	 <p><b>Ninth Page Horizontal</b></p> <p><b>TYPE AREA</b> W: 193mm H: 30mm</p>
 <p><b>Ninth Page Vertical</b></p> <p><b>TYPE AREA</b> W: 61mm H: 81mm</p>	 <p><b>Double Page Spread</b></p> <p><b>BLEED AREA</b> W: 460mm H: 307mm</p> <p><b>TYPE AREA</b> W: 425mm H: 270mm</p> <p>Please allow a 15mm safety gutter in center of spread</p>	

CaravanWorld  
**Business Card 1/9th** TYPE AREA  
 W: 94mm  
 H: 52mm

CaravanWorld **CAMPERTRAILER**  
**Marketplace 1/8th** TYPE AREA  
 W: 96mm  
 H: 60mm

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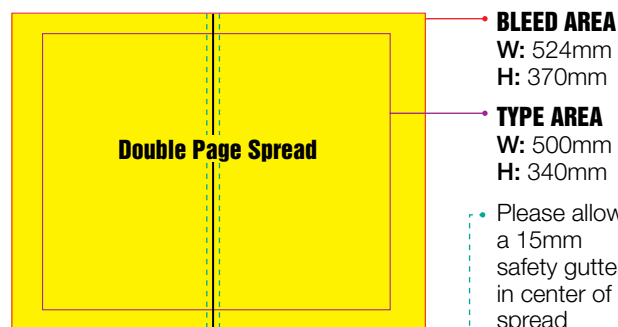
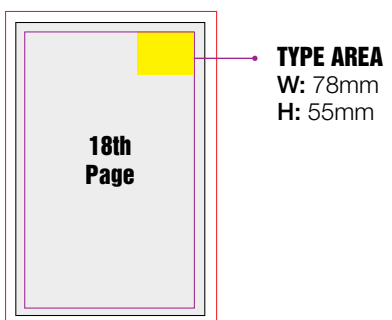
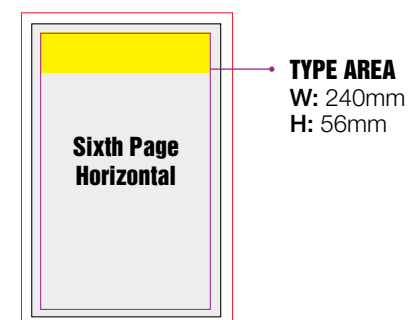
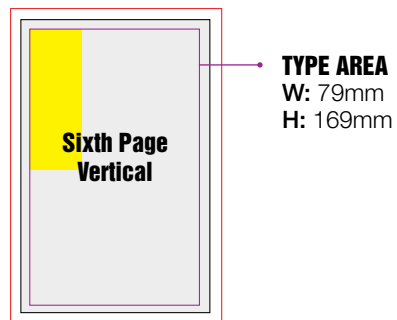
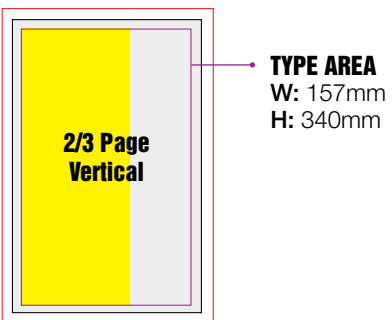
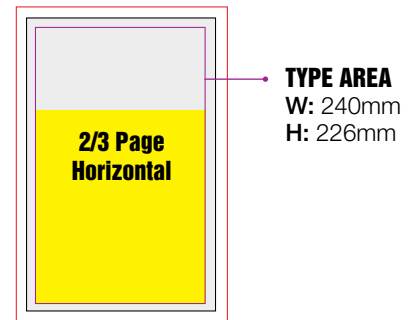
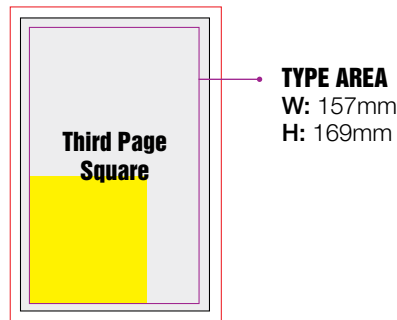
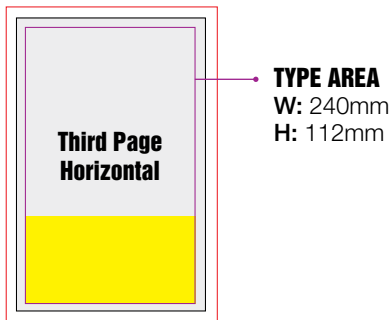
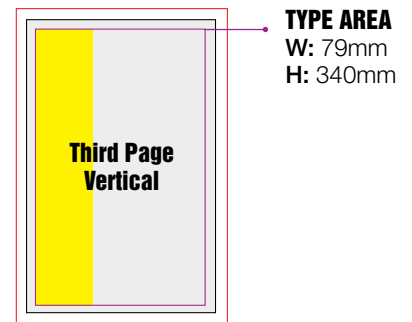
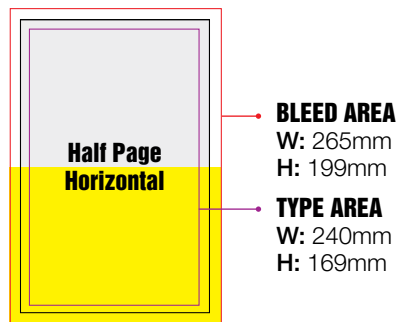
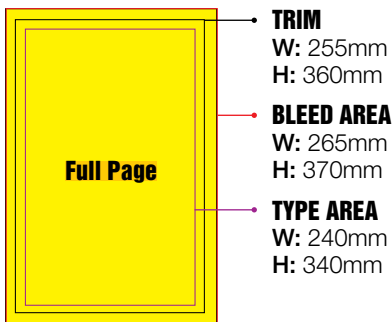
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# farms & farm machinery

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Index strip 240wx82h  
Editorial Contents ad 167x52

Please allow a 15mm safety gutter in center of spread

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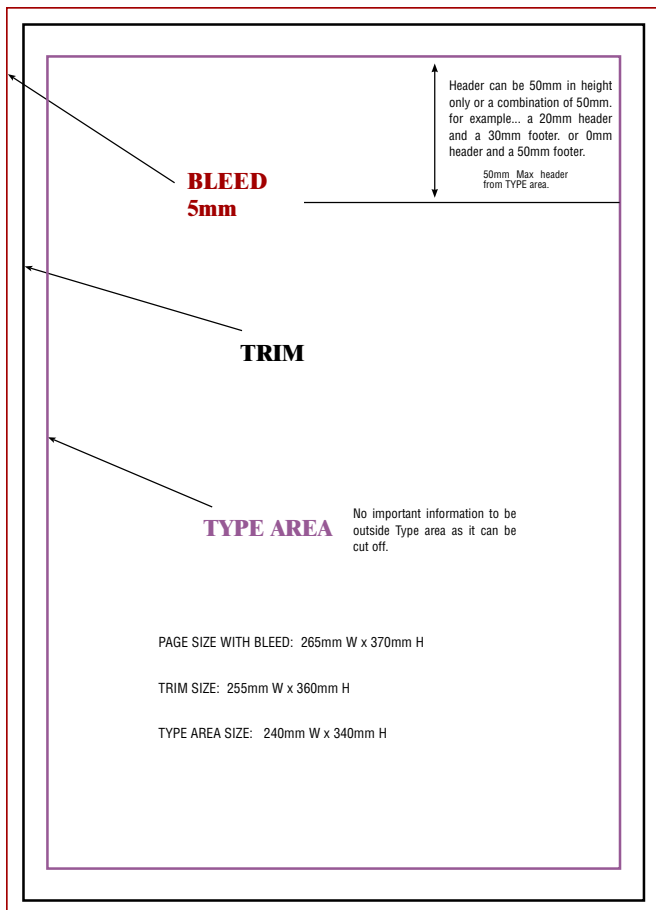
## MasterPage information

[MasterPages@traderclassifieds.com.au](mailto:MasterPages@traderclassifieds.com.au)

Supplied MasterPages will be accepted when they meet the below specs, are CMYK and supplied as HI RES PDF or AI artwork. Once MasterPages receives the artwork it will be checked and you will be contacted. Please note that if any changes are required, new MasterPages will need to be supplied.

MasterPages is able to design the artwork however we will need a detailed brief with HI RES vector, ai, eps or PDF files for the build. HI RES Jpegs or other formats may be accepted.

Full page



Half page

