



Incorporation Fork Truck Review

# *Advertising Information and Sizes*

# Advertising Information and Specification Sheet

Effective January 1, 2003

Ph: (07) 3854 1286 Fax: (07) 3252 4579

www.supplychainreview.com.au

MATERIAL SPECIFICATIONS

## Double Page Spread

	DEPTH	WIDTH
Trim Size	297mm	420mm
Image Area**	276mm	400mm
Bleed Area	307mm	430mm

\*\*Be aware of the **GUTTER** across the spread and do not put type in this area. See opposite for dimensions.

## Single Page

Trim Size	297mm	210mm
Image area	276mm	190mm
Bleed area	*307mm	220mm

(\*includes 5mm bleed all round)

## Ad Sizes (image area)

Full Page	276mm	190mm
Two-Thirds (vertical)	276mm	125mm
Half page (horizontal)	133mm	190mm
Half page (vertical)	276mm	92mm
Third page (horizontal)	92mm	190mm
Third page (vertical)	276mm	60mm
Quarter page (block)	133mm	92mm
Quarter page (strip)	66mm	190mm

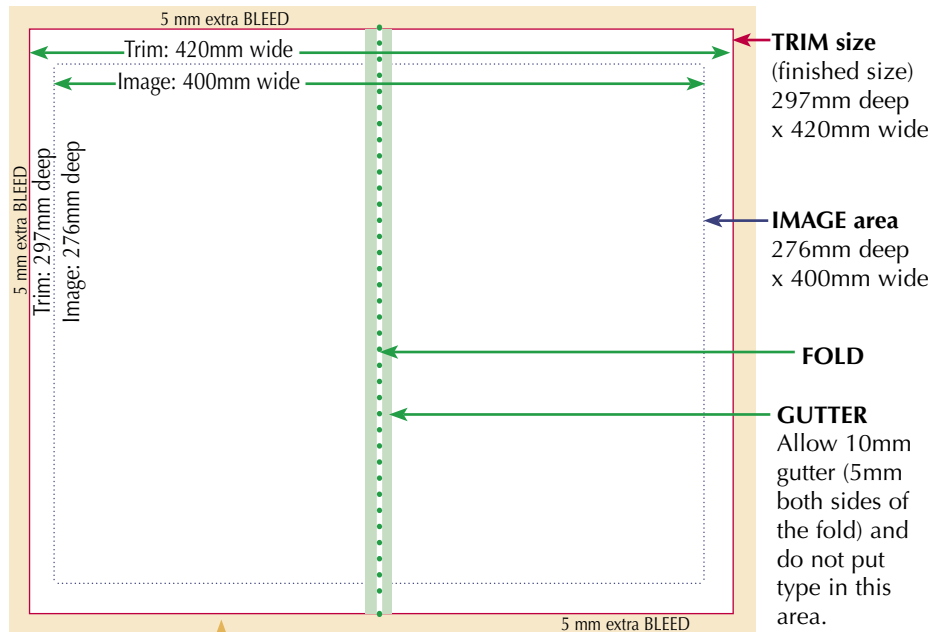
## Other Sizes

Specifications on any Split Cover, 3, 4, 6 and 8 page Gate Folds, or for any special size not mentioned in this Rate Card and Specification Sheet, please contact your Advertising Representative for full details and costings.

It is preferred that any **Inserts** are no larger than A4. If sizes are larger they will need to be folded. Please contact your Advertising Representative for full details and costings.

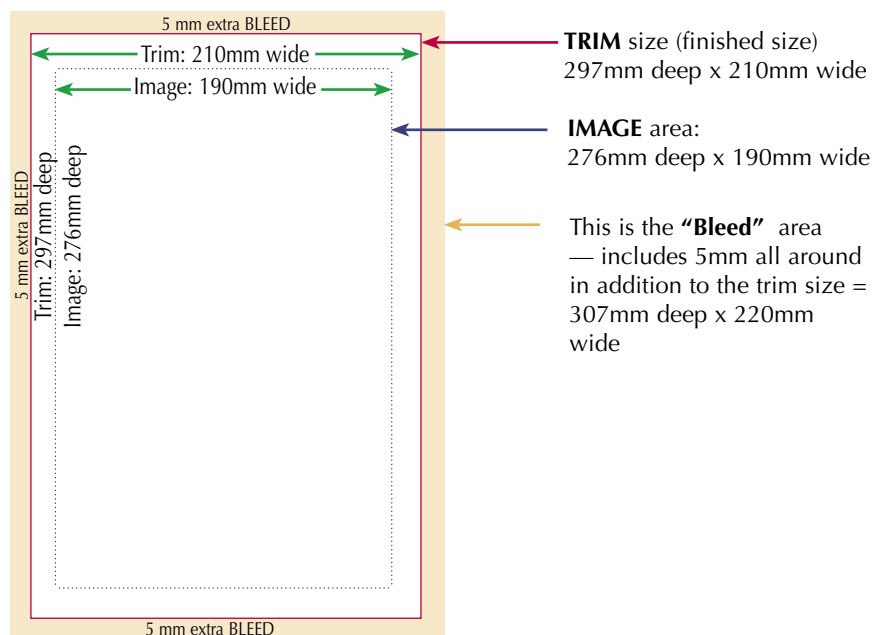
Below are examples of trim size, image area etc. as well as specifically sized advertisements to help you prepare your finished artwork. If the size you require is not demonstrated here, please contact your Sales Representative for more information.

### TRIM, BLEED AND IMAGE AREA EXAMPLE for a double page spread



This is the "**Bleed**" area — allow 5mm all around in addition to the trim size = 307mm deep x 220mm wide

### TRIM, BLEED AND IMAGE AREA EXAMPLE for a single page



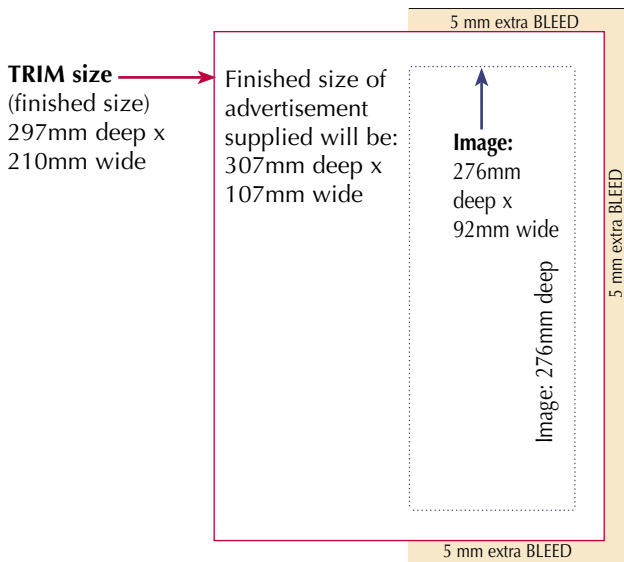
**TRIM** size (finished size)  
297mm deep x 210mm wide

**IMAGE** area:  
276mm deep x 190mm wide

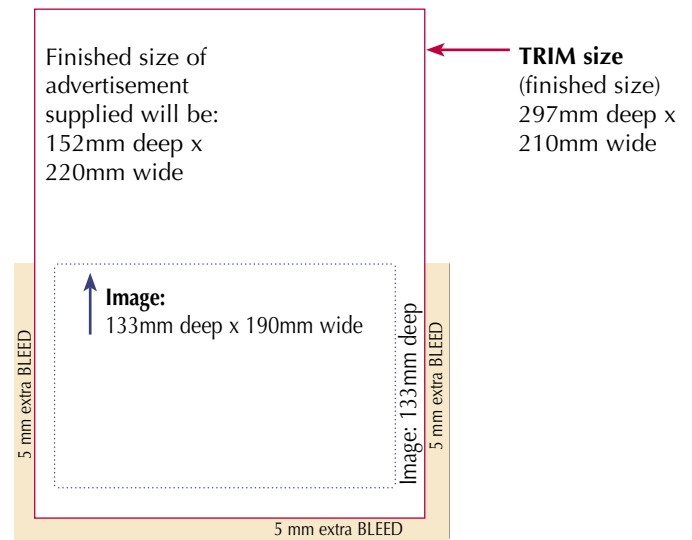
This is the "**Bleed**" area — includes 5mm all around in addition to the trim size = 307mm deep x 220mm wide

**TRIM, BLEED AND IMAGE AREA EXAMPLE FOR A HALF PAGE ADVERTISEMENT**

Half page Vertical with bleed (sits at the right hand edge of a right hand page)

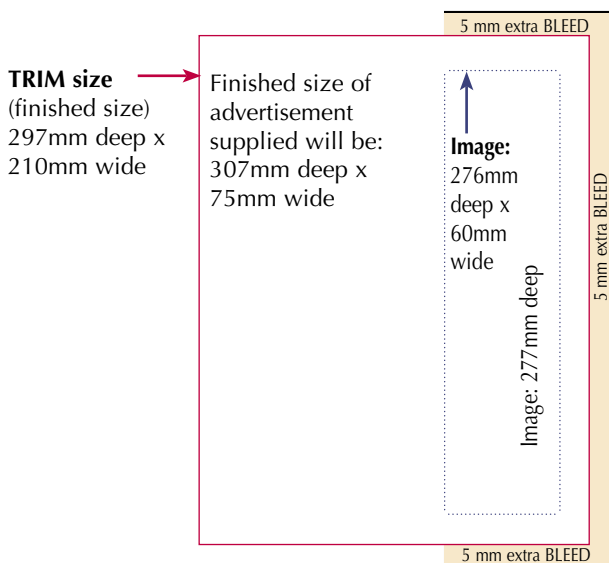


Half page Horizontal with bleed (sits at bottom of page with bleed into spine, on trim edge at right and bottom of page)

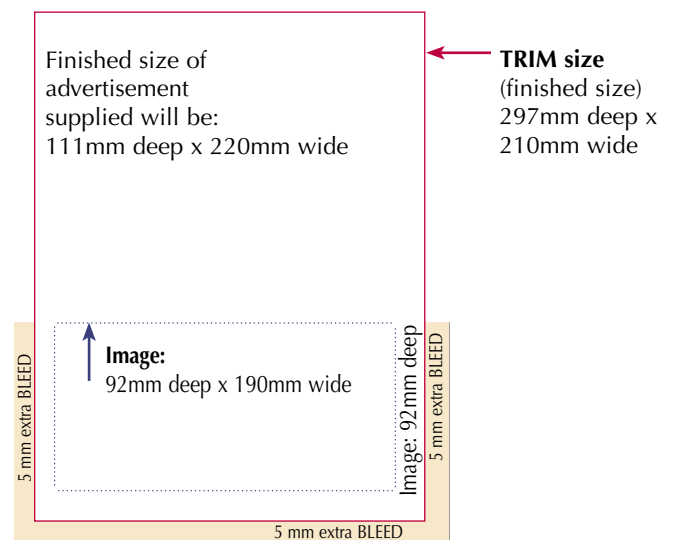


**TRIM, BLEED AND IMAGE AREA EXAMPLE FOR A ONE-THIRD PAGE ADVERTISEMENT**

One-third page Vertical with bleed (sits at the right hand edge of a right hand page)



One-third page Horizontal with bleed (sits at bottom of page with bleed into spine, on trim edge at right and bottom of page)



# supply chain review

www.supplychainreview.com.au

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CONTACT INFORMATION



**Company contact information —  
send artwork to this address:**

Attention: [name of contact],  
SCR Magazine  
Publishing Services Australia Pty Ltd,  
244 St Pauls Terrace,  
Spring Hill Qld 4006

OR to Postal address:  
PO Box 312  
Fortitude Valley Qld 4006

**Office Phone: (07) 3854 1286**  
**Facsimile: (07) 3252 4829**

**Addressing information for inserts —**

Attention: Jeff Pascoe,  
Re: INSERTS FOR SCR MAGAZINE [insert month] ISSUE  
PMP Print Limited  
485 Zillmere Road  
Zillmere Qld 4034

**(CLEARLY LABEL AND NUMBER EACH AND EVERY BOX)**