

# Advertising Specifications

## FOR SUPPLIED ARTWORK

### ARTWORK SPECIFICATIONS

Please send your final artwork to:  
**design@plenty.co.nz**

- ✓ Hi Resolution PDF or TIFF
- ✓ 300dpi JPG
- ✓ no crop marks required
- ✓ CMYK four colour process
- ✓ All text converted to paths/outlines
- ✓ \*Full bleed artworks, allow approx. 10mm margin internally for all copy/important information.

#### QUESTIONS?

For more information  
or any questions regarding  
advertising, contact:

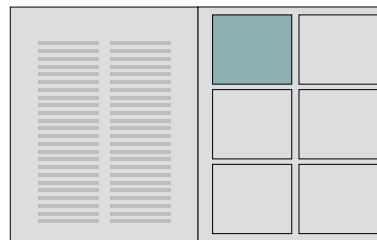
**design@plenty.co.nz**

#### DESIGN ASSISTANCE?

Need some help pulling together  
your advert or want some changes  
to an existing advert? We are here  
to help for your design changes.

Get in touch at **design@plenty.co.nz**  
Charge rate \$100+GST per hour

See the following pages in this  
PDF for a breakdown in sizes



**DIRECTORY ADVERT**  
80mm(w) x 70mm(h)



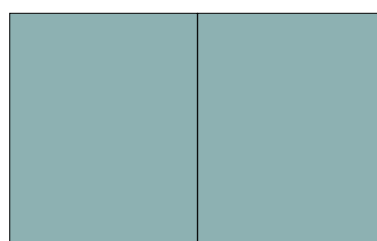
**INLINE ADVERT**  
*Portrait* OR  
80mm(w) x 220mm(h)  
*Landscape*  
160mm(w) x 80mm(h)



**FULL PAGE**  
190mm(w) x 237mm(h)  
+ 5mm bleed\*



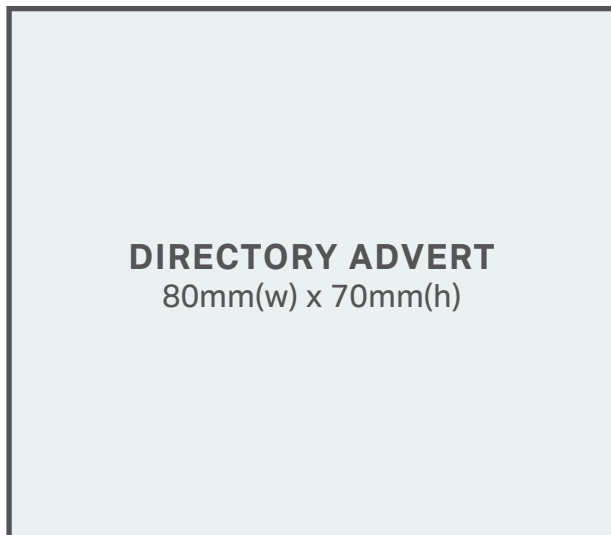
**INSIDE COVER**  
190mm(w) x 237mm(h)  
+ 5mm bleed\*



**DOUBLE PAGE SPREAD**  
380mm(w) x 237mm(h)  
+ 5mm bleed\*

# Advertising Specifications

*NOTE: Sizes on this page are to scale*



# Advertising Specifications

**NOTE: Sizes for this visual are NOT to scale (they are 50% smaller)**

- Final sized artwork provided including the 5mm bleed  
200mm(w) x 247mm(h)
- Final artwork size in mag  
190mm(w) x 237mm(h)
- - Crucial information within 10mm of page edge  
170mm(w) x 217mm(h)

