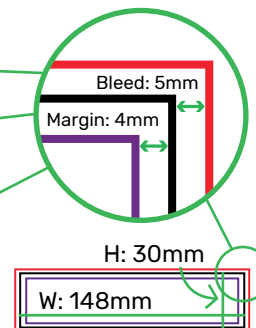
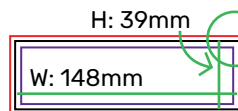
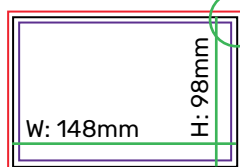
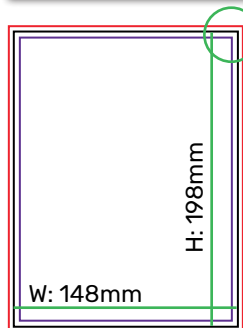


If you do not want to use the Design Service indicated by the Negotiator Magazine or if your artwork is being handled by an outside designer, please ensure they follow the specifications below. The Negotiator Magazine is **NOT RESPONSIBLE** for the appearance of advertisements when one or more of these specifications have been ignored.

Supplied Artwork Requirements



Full Page

Width: 148mm
Height: 198mm
Bleed: 5mm
Margin: 4mm

1/2 Page

Width: 148mm
Height: 98mm
Bleed: 5mm
Margin: 4mm

1/4 Page

Width: 148mm
Height: 39mm
Bleed: 5mm
Margin: 4mm

*Services in the City Section

Banner

Width: 148mm
Height: 34mm
Bleed: 5mm
Margin: 4mm

* In addition if your ad is to be placed on the **back page** of the magazine please add **10mm** to the height of a full page ad so the dimensions become W: 148mm X H: 208mm, in addition to the 5 mm Bleed and 4mm margin (Back Page ad only)
* 1/4 Page is subject to availability.

- Make sure your document is not going to revert to Low Resolution when it distills.
- Your decision **NOT** to use enormous drum scan images is appreciated. All finished PDF files must be under 8MB.
- When using clip art, image bank images, scans, It is **YOUR RESPONSIBILITY** to obtain copyright permission for **ALL** images used.
- Negotiator Magazine does not take responsibility for any errors in supplied text or artworks.
- Minimum font size is **5 point**.
- Colour must be in **CMYK** (RGB / PANTONE Colours are not accepted), and the **ink limit** is **310%**.

Please note: Negotiator Magazine **CAN NOT** accept artwork designed in the following programs: Publisher, Corel Draw, Word, Excel or Powerpoint. If you do not understand the terminology, we strongly recommend you do not supply finished artwork as varying from these specifications will result in artwork that does not appear as you expect.

PDF files are the preferred method of supplying artwork for Negotiator Magazine as this allows the greatest control and quality guarantee for designers and ensures that fonts and colours will reproduce accurately. To create a PDF file, you will need to have Acrobat Distiller, Acrobat Exchange or Acrobat Reader installed on your system.

Supplied Images, Photos, Logos, and Scans

- All Images, photos, scans, MUST be saved as **CMYK (not RGB)**
- All supplied Logos MUST be **CMYK .eps**, or **.pdf** files. If this is not an option please supply us with a CMYK **.jpg** file of **300dpi** or higher.
- All images, photos, logos and scans MUST be **300dpi**. Anything lower will automatically be rejected.
- If images, photos, logos and scans are 300dpi or more but seem unfit (eg. too small) they may also be rejected.
- Scanned logos and logos taken from business cards, or websites will **NOT** be accepted.
- Any supplied images, photos, logos and scans that are rejected and **NOT** re-supplied, will not appear in any artwork.
- Images and photos taken directly from websites will **NOT** be used

If you do not want to use the Design Service indicated by the Negotiator Magazine or if your artwork is being handled by an outside designer, please ensure they follow the specifications below. The Negotiator Magazine is **NOT RESPONSIBLE** for the appearance of advertisements when one or more of these specifications have been ignored.

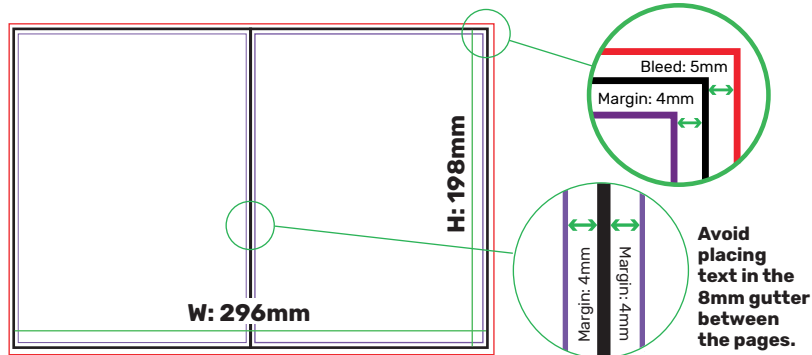
Supplied Artwork Requirements



2-page artwork may be supplied in the following ways:

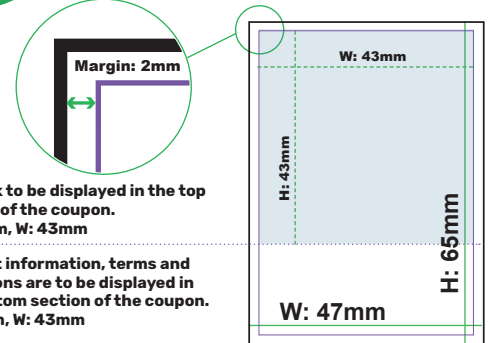
One image
W 296mm x H 198mm
4mm margin
Vertical 10mm gutter
5mm bleed.

Two images
W 148mm x H 198mm
4mm margin
5mm bleed each.



Double Page Spread

Width: 296mm **Bleed: 5mm**
Height: 198mm **Margin: 4mm**



Middle Pages Coupon

Width: 47mm **No Bleed**
Height: 65mm **Margin: 2mm**

- Make sure your document is not going to revert to Low Resolution when it distills.
- Your decision **NOT** to use enormous drum scan images is appreciated. All finished PDF files must be under 8MB.
- When using clip art, image bank images, scans, it is **YOUR RESPONSIBILITY** to obtain copyright permission for **ALL** images used.
- Negotiator Magazine does not take responsibility for any errors in supplied text or artworks.
- Minimum font size is **5 point**.
- Colour must be in **CMYK** (RGB / PANTONE Colours are not accepted), and the **ink limit** is **310%**.

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Supplied Images, Photos, Logos, and Scans

- All Images, photos, scans, MUST be saved as **CMYK (not RGB)**
- All supplied Logos MUST be **CMYK .eps**, or **.pdf** files. If this is not an option please supply us with a CMYK **.jpg** file of **300dpi** or higher.
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