Print material specifications

ADG adheres to the 3DAP recommendations for file preparation and proofing. It is the responsibility of the client/agency creating the advertising material to supply PDF files according to these specifications. Artwork must be delivered on time to ensure the appropriate production checks can be made.

SUPPLYING ARTWORK

All final artwork must be supplied in high res PDF format with 5mm bleed and visible crop marks. Ad material sent via email or other web applications may not be checked and no responsibility will be accepted by ADG for reproduction errors.

THINGS TO KNOW ABOUT INSERTS

- Loose onserts are placed outside the publication under the carrier sheet.

- Fixed inserts that cannot be mechanically bound may carry additional production fees, for example bookmarks, post-it notes, bellybands and other tip-on items, contact us to quote your creative execution.

- Delivery deadlines for inserts are ten days prior to the issue date. Contact Production for delivery details.

- **Quantity:** Clients must supply 20,000 units (per issue) for fulfil a 'Full Run'.

- **Print quotes:** Clients can supply their own inserts, or contact Production for a print quote. Printing and fulfilment is in addition to insert media fees.

- **Specifications:** Contact Production for all insert and onsert specifications, we can accommodate various sizes and creative executions.

- **Cover executions:** ADG will manage the printing for all cover executions and may be subject to internal sign-off.

- Weight restrictions apply to inserts, if in doubt send a sample to confirm final costs.

- **Folded inserts/onsets:** The leading edge (folded side) of any insert/onsert must be on the long side, not the short side, if in doubt send a sample to confirm final costs.

For more information, please contact eve.allen@adg.com.au

DESIGNER CHECKLIST

- Ensure artwork is set up according to the trim specifications of your booking

- Do not supply black in 4 colour. Total ink weight must not exceed 280% Black backgrounds or large areas of black should be supplied as 'true black' which is 100% black (K) and 70% cyan (C)

- Fine black text should be supplied as 100% black (K) only, minimum point size is 5pt for solid type

- Double page spreads must be supplied as separate left and right hand pages

- Ensure all colours are converted to CMYK

- Images must have an effective resolution of at least 150dpi. 300dpi is recommended

- All fonts must be outlined

- All images must be correctly linked in your working document prior to export

- Ensure type is within specified type area

- Due to unavoidable trimming irregularities, we recommend you do not use borders on your design, if using borders ensure they are at least 5mm inside the trim area

- 5mm bleed is required on all sides

- Visible crop marks must be included on the final high res PDF, offset from the bleed area

ADG.

AUSTRALIAN DOCTOR GROUP

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