

Technical Specifications

Advertisement specifications for Rural Business magazine:

Advertisement Size		Depth	x	Width
Double page spread	Trim	297mm	x	420mm
	Incl. 3mm bleed	303mm	x	426mm
Full page (A4)	Trim	297mm	x	210mm
	Incl. 3mm bleed	303mm	x	216mm
Half page	Horizontal*	125mm	x	188mm
	Vertical*	255mm	x	90mm
	Junior	190mm	x	123mm
One-third page	Horizontal*	85mm	x	188mm
	Vertical*	255mm	x	58mm
	Junior	125mm	x	123mm
Quarter page	Horizontal*	65mm	x	188mm
	Vertical	190mm	x	58mm
	Junior	95mm	x	123mm

*Bleed sizes are also available for these ads, if required.

Material:

- ➔ Advertising material should be supplied as a Acrobat PDF - optimised with hi-resolution graphics and fonts embedded - distilled for final CMYK output at 2400 dpi + 150 lpi.
- ➔ All Full page and Double page spread PDF's must include crop marks and 3mm bleed all round.