



Printing Industries Association of Australia

TRADE SERVICES GUIDE 2005

Advertisement Specifications

MECHANICAL SPECIFICATIONS

AD SIZE

(Height x Width)

1 Block	25mm	x	50mm				
2 Block	50mm	x	50mm or; 25mm	x	100mm		
3 Block	75mm	x	50mm or; 25mm	x	150mm		
4 Block	100mm	x	50mm or; 50mm	x	100mm		
6 Block	75mm	x	100mm or; 50mm	x	150mm		
8 Block	50mm	x	200mm or; 100mm	x	100mm		
9 Block	75mm	x	150mm				
10 Block	125mm	x	100mm				
12 Block	100mm	x	150mm or; 75mm	x	200mm or; 150mm	x	100mm

FILE FORMATS

MACINTOSH FILE TYPES

Quark Express (Up to Vers 5)

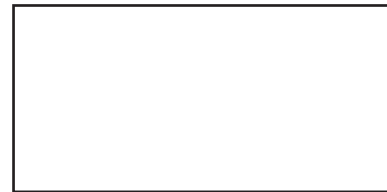
Adobe Illustrator (Up to Vers 11)

Adobe Photoshop - Layered (Up to Vers 8)

PC FILE TYPES

Adobe Illustrator (Up to Vers 10)

Adobe Photoshop - Layered (Up to Vers 7)



ACTUAL SIZE OF 1 BLOCK

All ad spaces **must** be multiples of the horizontal block indicated above.



Do not use blocks vertically.

**Who
Dunnit?**
Graphic Design

For any questions regarding artwork specifications please do not hesitate to contact Mitchell Bowker or Stephane Bowker on:

PHONE: (02) 9617 0646 or;

FAX: (02) 9876 1172



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AD SPACES (Not To Scale)

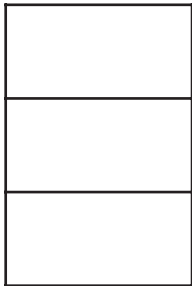


50mm x 50mm

2 BLOCK



25mm x 100mm



75mm x 50mm

3 BLOCK

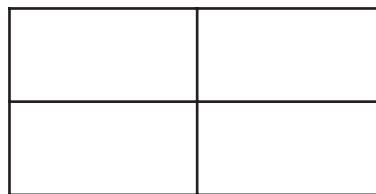


25mm x 150mm



100mm x 50mm

4 BLOCK



50mm x 100mm

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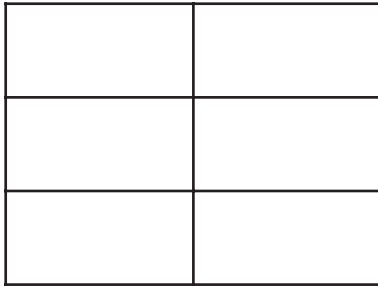
FAX: (02) 9876 1172



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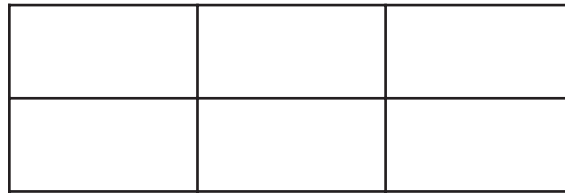
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AD SPACES (Not To Scale)

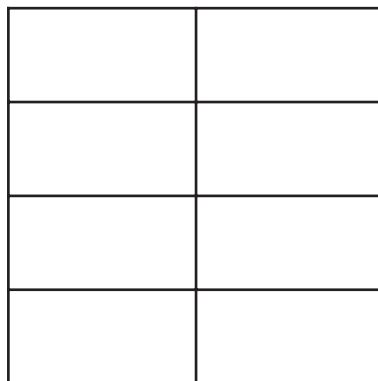


75mm x 100mm

6 BLOCK



50mm x 150mm

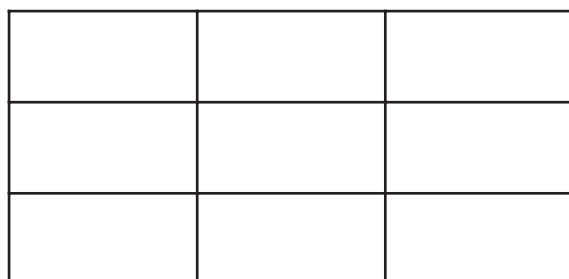


100mm x 100mm

8 BLOCK



50mm x 200mm



75mm x 150mm

9 BLOCK

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AD SPACES (Not To Scale)

10 BLOCK

125mm x 100mm

12 BLOCK

100mm x 150mm

75mm x 200mm

150mm x 100mm

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