



ADVERTISING GUIDELINES

Supplying advertising material for *Wild* and *Rock*—an overview

Advertising is accepted in digital form only.

Suppliers of advertising material must take total responsibility for checking the quality and integrity of their files before submission to *Wild* and *Rock* magazines.

The magazines are currently produced on Apple Macintoshes using Adobe InDesign CS.

Supplied files must be suitable for this system.

Suitable formats include:

- Adobe InDesign CS. Please supply the fonts used.
- Illustrator or Freehand files with all fonts outlined or converted to paths, and all images embedded. Files MUST be saved as EPS files.
- Photoshop CMYK or grey-scale TIFF or EPS files (no JPEG encoding, use binary).
- **PRESS-OPTIMISED/PRESS QUALITY** PDF files created using Adobe Acrobat Distiller only.
 - set general resolution to 2400 dpi
 - set colour and grey-scale image down-sampling to 300 dpi
 - set monochrome image down-sampling to 1200 dpi
 - embed ALL fonts
 - allow 3 mm bleed if applicable
- Supply of a colour proof would aid in the checking of printing proofs.
- Please keep file names to a maximum of 26 characters. Do not use colons or slashes in the file name.

Supply of digital files

Files may be emailed or supplied on CD. Files larger than 10 MB should be sent on a CD. Compressing files with Zip or Stuffit is recommended for large email files.

Advertising check-list and colour proof

Please print the digital advertisement check-list available as a PDF file (click this link to open), complete and supply along with the disk and a print-out of the advertisement (preferably in colour). If you are emailing the file, please mail the check-list and proof to Wild Publications Pty Ltd, PO Box 415, Prahran, Victoria 3181.

Correct size

Digital files must be prepared to the correct size—see magazine specifications below.

Full-page ads that bleed MUST include a minimum bleed of 3 mm on all four sides.

It is recommended that all important information be kept at least 10 mm from trims and spine.

Creating PDF files

PRESS-OPTIMISED/PRESS QUALITY PDF files must only be created using Adobe Acrobat Distiller—no other applications. Some applications such as Adobe InDesign, Adobe Photoshop, Adobe Illustrator and Macromedia Freehand allow you to create PDF files from directly within the program, but due to the extremely complex nature of image setters and greater control with pre-flighting, it is recommended that a PostScript file is first created and that file then distilled with Acrobat Distiller. Fonts must be embedded and should therefore be active on your computer system at the time of creating the PDF file. See settings under 'Suitable formats include:' above.

All files should be prepared for process colour (CMYK) separations

Where 'spot' colour is to be used, that colour is to be made up of CMYK colours. Generally the 'spot' colour can be made from any two of the process colours (eg 100% magenta + 100% yellow = warm red). Used with black, a 'spot' colour can involve three of the process colours. Do not use PMS colours. As a general rule, spot-colour ads must look like they contain two distinct colours, usually black and one other.

Files supplied containing spot Pantone colours will be automatically converted to CMYK during the prepress stage. As colours can change during this conversion, sometimes substantially, it is recommended that these colours are converted prior to sending the files to Wild to maintain maximum control.

NEVER use RGB files. These will not output correctly.

Avoid using the default colours in QuarkXPress and InDesign other than None, Registration and the Process colours. Colours such as blue, green and red are RGB in QuarkXPress and if edited in either program will revert to the default setting once the file is incorporated into the magazine.

Resolution of images

The resolution of CMYK and grey-scale images should be 300 dpi. Line art should be scanned at a minimum of 1200 dpi. Images with an effective resolution below 240 dpi are not recommended.

Fonts

Type 1 PostScript fonts should be used. Avoid the use of TrueType fonts. If your file requires the use of fonts (that is, they are not embedded or converted to paths) please supply the fonts.

It is recommended that you do not use artificially stylised fonts. Problems can occur if fonts are artificially bolded, italicised or outlined in a PDF file, or an EPS embedded in the PDF file. This occurs for certain fonts which contain only characters in a single style (that is Roman or regular, but not bold, italic or bold italic). Some applications, such as QuarkXPress, simulate the bold, italic and outline characters that do not actually exist. The print quality of fonts that use artificial styles cannot be guaranteed.

InDesign *IMPORTANT*

- Do not import .PSD or .AI files (native Photoshop or Illustrator files). Please use TIFF or EPS files.
- Do not copy an image from another program and paste it directly into InDesign. Use the place function. Failure to do so could mean that no effective link is established to the image file and result in incorrect printing of the image, for which Wild Publications and its agents take no responsibility and accept no liability.
- Always check that all images are either embedded or, preferably, properly linked before submitting files and before creating EPS or press-optimised PDF files for submission.
- Do not use the PDF function within InDesign. Rather, create a Postscript file and use Distiller to create a PRESS-OPTIMISED/PRESS QUALITY PDF file.

Photoshop files

Check that all Photoshop EPS files use binary encoding, NEVER JPEG encoding. Photoshop files with active clipping paths should always be saved as EPS files.

Images incorporated in your advertisement should be TIFF or EPS and should not be compressed. JPEG files are not recommended.

For optimum results, do not enlarge images more than 25%.

When placing images in the document, round off enlargement/reduction percentages.

Images should not be rotated within the picture box, although picture boxes may be rotated. Rotations should also be rounded off.

Ensure picture boxes are coloured white except for deep-etched images. Don't use the 'none' background colour for QuarkXPress or InDesign picture boxes which contain TIFF images. Doing so can cause jagged edges on the picture in the final printed job.

Trapping

Ensure you have set trapping correctly.

Coloured text with a black drop-shadow should be set to 'knockout'. Otherwise, the back drop-shadow may overprint the coloured text.

To avoid black overprints when not required, make a custom black and add 1% cyan, magenta and yellow channels.

Ensure white-text elements are set to 'knockout'.

Word and Powerpoint

Cannot be used to create any acceptable format.

Contact us

It is the advertiser's responsibility to supply material in a form acceptable to *Wild* and *Rock*. If in any doubt please contact Wild before proceeding. If any work is required to prepare material to our specifications, the cost will be charged at up to the current commercial rates.

Contact details are:

Email: advertising@wild.com.au

Phone: (03) 9826 8482

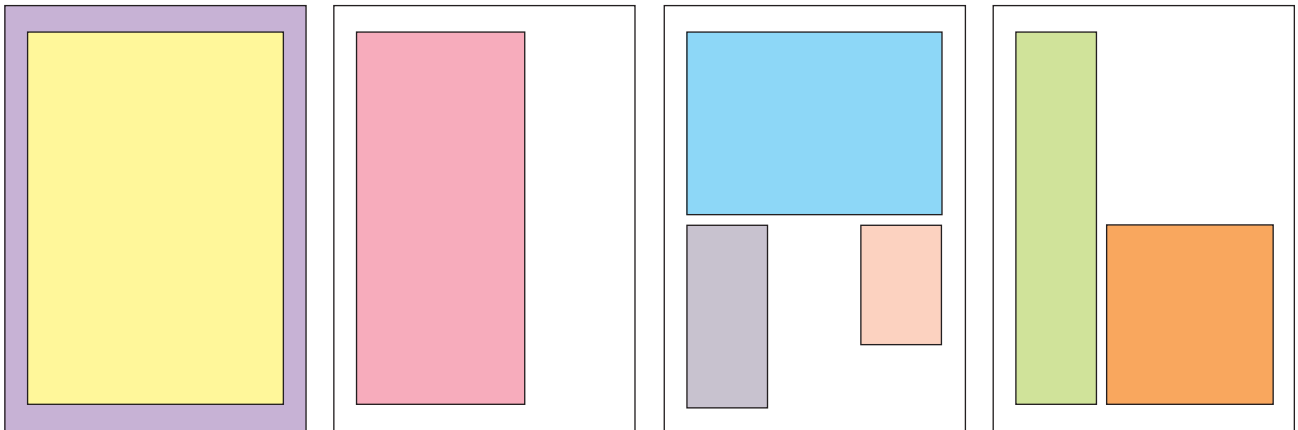
Fax: (03) 9826 3787

Mail: Wild Publications Pty Ltd, PO Box 415, Prahran, Victoria 3181

Display Advertisement Sizes

Wild and Rock

(width x height)



Full-page bleed
Trim size 210 x 297 mm
Minimum bleed 3 mm

Full-page recommended
type area
179 x 260 mm

2/3 page
118 x 260 mm

1/2 page
179 x 128 mm

1/6 page
57 x 128 mm

1/9 page
57 x 84 mm

1/3 page vertical
57 x 260 mm

1/3 page 'square'
118 x 128 mm

WildGUIDES and RockGUIDES

(width x height)

Full-page bleed: trim size 103 x 150 mm, minimum bleed 3 mm

Full-page recommended type area: 89 x 136 mm



Advertisements that exceed these measurements or that bleed on one or more sides (apart from full-page bleed advertisements) are not acceptable.