



Artwork & Editorial specifications

editorial specifications

WORD/CHARACTER COUNT



DPS editorial:

- Heading: maximum 5 words
- Intro: maximum 50 words
- Body copy: 1000 words / 6500 characters
- 3-6 images



FP editorial

- Heading: maximum 5 words
- Intro: maximum 50 words
- Body copy: 450 words / 3000 characters
- 1-2 images



HP editorial:

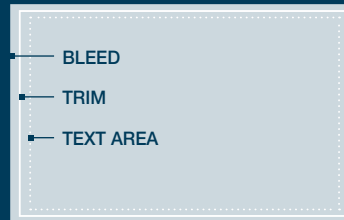
- Heading: maximum 2 words
- Intro: maximum 30 words
- Body copy: 200 words / 1200 characters
- 1 image



QP editorial:

- Heading: maximum 2 words
- Intro: no intro
- Body copy: 200 words / 1200 characters
- no images

advertising measurements



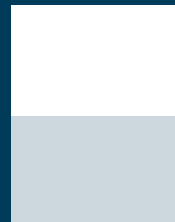
DOUBLE PAGE SPREAD

TRIM	466 x 297mm
BLEED	476 x 307mm
TEXT AREA	446 x 277mm*



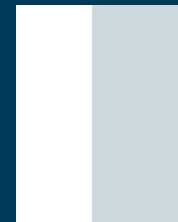
FULL PAGE

T	233 x 297mm
B	243 x 307mm
TA	213 x 277mm



1/2 PAGE H

T	233 x 145mm
B	243 x 155mm
TA	213 x 125mm



1/2 PAGE V

T	114 x 297mm
B	124 x 307mm
TA	94 x 277mm



1/4 PAGE

T	106 x 128mm
B	N/A
TA	100 x 120mm

* DPS: Please ensure all text and logos are kept at least 15mm away from either side of the spine area.

technical information

Prime Creative Media will only accept material that adheres to the following information. Material that does not adhere to this criteria will be rejected.

Supplied material

1. Media is to be supplied to the correct publication page size. Taking special care to include bleed, trim and registration marks. (Minimum bleed size is 5mm. Trim and registration marks must lay 3mm outside of the trim)
2. Material must be supplied as a press ready pdf. All other formats will be rejected.
3. Avoid running type across the gutter of a double page spread.
4. All fonts need to be embedded into the PDF file
5. Files must be saved in CMYK format. Any non-process colors included in the file will be converted to CMYK. Conversion process may compromise the integrity of the file and waives our color guarantee.
6. Images need to be of a minimum 300dpi at print size.
7. Solid black panels or backgrounds should carry 40% Cyan to reinforce the black print
8. Total ink limit should be between 300%

Prime Creative Media colour profile can be downloaded from www.edumatters.com.au/advertise

The opportunity to provide editorial to support your company's advertisement is optional and if accepted the content must be provided by yourself or another representative of your company. Although the publisher of the magazine, Prime Creative, can be flexible with the content of the editorial you provide, we advise that to best engage with the readers that you use the opportunity to discuss how your products or services have helped, or have the potential to help, those in the education sector, with examples. Editorial submissions must meet normal deadlines and the normal editor's functions apply. Publication shall be at the editor's discretion and changes may be made to refine the content or adapt it to available space. Authorship need not be acknowledged.

Please label all submissions clearly with business name and issue number and email to:

Business Development Manager

Chelsea Daniel

e chelsea.daniel@primecreative.com.au

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