

# The Journal of AUSTRALIAN CERAMICS

The most widely read ceramics magazine in Australia with an estimated readership of over 30,000.

**Readers:** ceramicists, collectors, galleries, ceramics students, libraries and secondary schools.

**Print quality:** full colour, 160 pages, burst-bound, printed on quality paper with silk matt cover.

## Artwork Specifications

### Electronic Artwork

All ads should be supplied as **high resolution PDFs**.

**Full page ads must have crop marks and 5mm bleed.**

Please keep all important information at least 10mm away from the edge of the artwork (excluding the 5mm bleed).

All images have to be in CMYK and in sufficient resolution for print (scanned to 300dpi at 100% of final size @150 line screen).

**Make sure all text has been changed to outlines before converting the artwork to PDF. Please ensure that all spot colours are changed to CMYK.**

**Original artwork** will only be accepted in Illustrator CC2019 (or lower) or InDesign CC2019 (or lower). If the artwork is set up in Photoshop, please make sure that the file is saved with 600dpi (in layers, not flattened), otherwise your text might appear blurred in print. It is not recommended to set up artwork that includes long copy in Photoshop. If you supply original artwork, please send also all fonts and images used.

If you use **rich black in backgrounds and headlines** please make sure that it is set up in C40/M0/Y0/K100. This will avoid registration problems. For body text and lines please use K100 for black only.

**Single images** should be sent as 300dpi and as a jpg or TIF file.

All artwork and images should be supplied via an online file-sharing platform such as **wetransfer.com** or **dropbox.com**. We are also happy to receive files by email (up to 10MB per email).

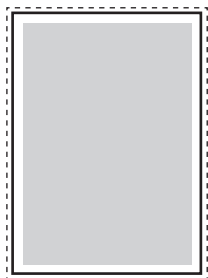
### We can design your artwork.

If you want us to do your artwork, please supply text (MS Word), a rough sketch if you already have an idea of your ad and all necessary logos and images in high resolution.

**Please DO NOT supply images and logos embedded in a Word file, but as separate files.**

**If we have to fix artwork on your behalf, you will incur artwork costs of \$80/hour (minimum charge 1 hour).**

### AD SIZES



#### Full page (Portrait):

Trimmed size 170mm wide x 245 mm deep

#### Full page (Portrait):

Type area 145mm wide x 215 mm deep

**Bleed:** +5mm on all sides

Please keep 10mm from the edge free of important text. **Make sure all full page ads include trim marks and 5mm bleed.**

**The Journal of Australian Ceramics will take no responsibility for the printed quality where it is not supplied to our specifications.**



#### Half page (Landscape):

135 x 100 mm

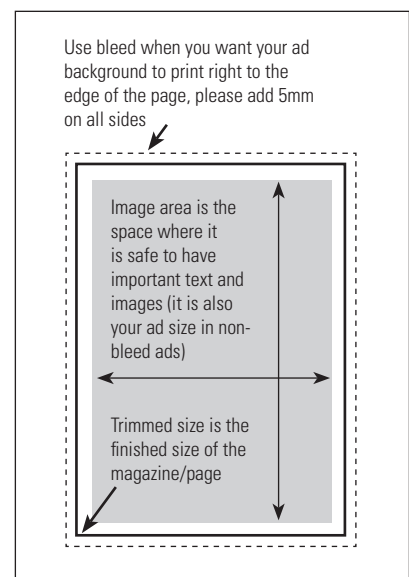
no bleed required



#### Quarter page (Portrait):

64 x 100 mm

no bleed required



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