



# OT AUSTRALIA

Australian Association of Occupational Therapists



## creating the future:

to inspire, to explore, to take action

National Conference & Exhibition 2008 11–13 September 2008, Sofitel Melbourne

## ADVERTISING SPECIFICATIONS

### Full Page Advert (with bleed)

Artwork size: 210mm wide x 297mm deep + 3mm bleed on all sides

Printing: FOUR COLOUR (process).

### Full Page Advert (no bleed)

Artwork size: 190mm wide x 277mm deep

Printing: FOUR COLOUR (process).

### Half Page Advert

Artwork size: 190mm wide x 136mm deep

Printing: FOUR COLOUR (process).

### Quarter Page Advert

Artwork size: 92.5mm wide x 136mm deep

Printing: FOUR COLOUR (process).

Advertisements should be set to the correct size and bleed specifications.

All logos or advertisements created in software packages, namely, InDesign, Illustrator, Photoshop etc, which are supplied as finished art should be converted/processed in CMYK four colour process. No Pantone, INDEX, RGB or LAB colours.

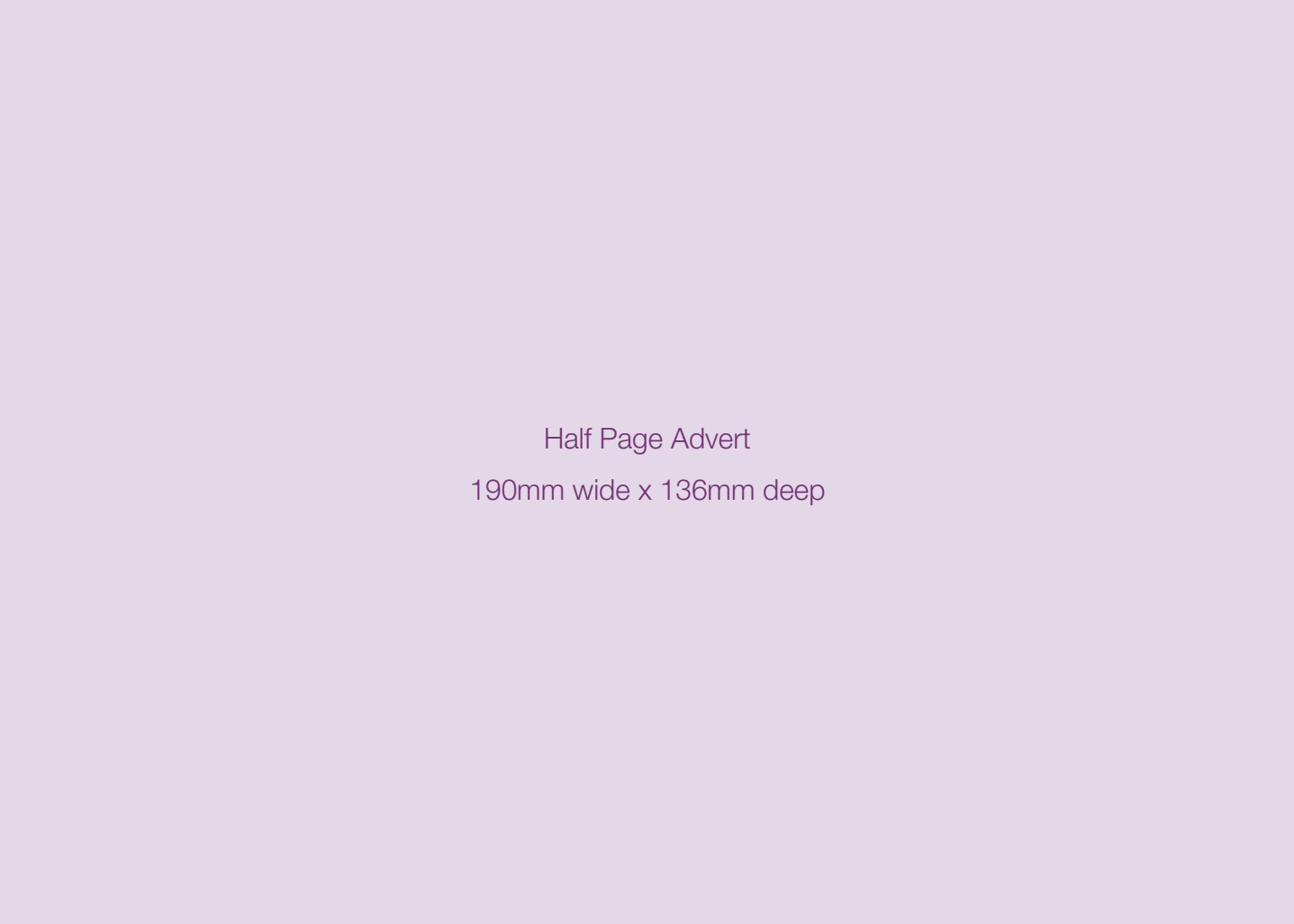
Acrobat Distiller PDFs only.

Most advertising make-up programs can be distilled through Acrobat Distiller. The original file is turned into a high resolution PDF file which can be processed as one complete picture. Acrobat Distiller embeds all images and fonts in the file ready for processing.

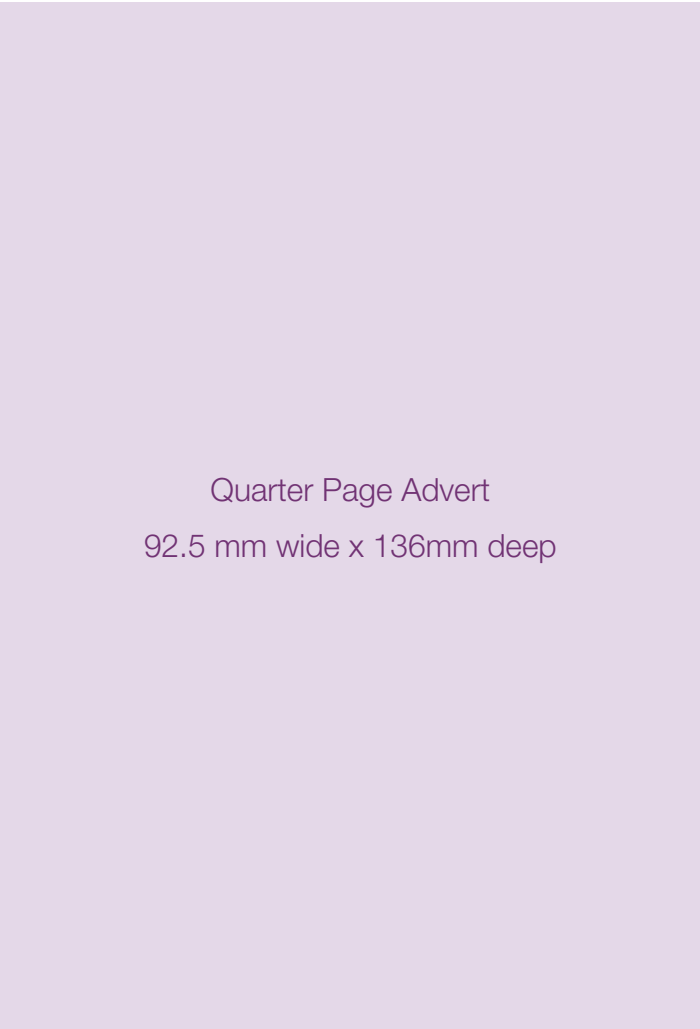
Fonts: Electronic advertising must be supplied with Postscript fonts only. All fonts must be embedded in high-res PDF files.

N.B. TrueType fonts are not acceptable.

Full Page Advert (no bleed)  
190mm wide x 277mm deep



Half Page Advert  
190mm wide x 136mm deep



Quarter Page Advert  
92.5 mm wide x 136mm deep