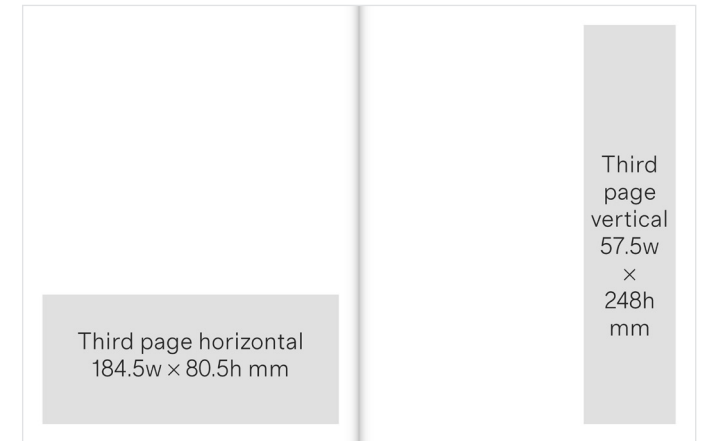
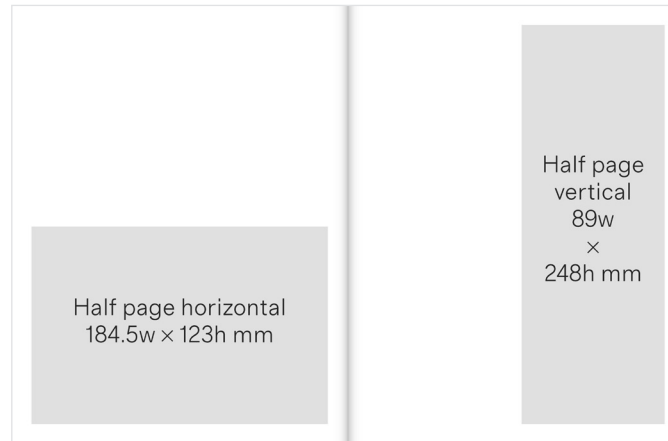
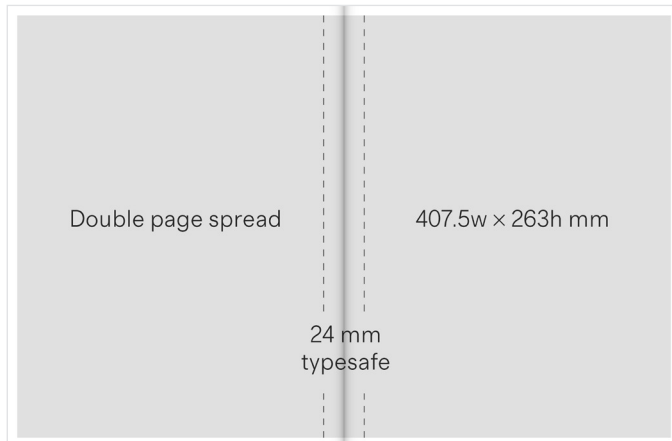
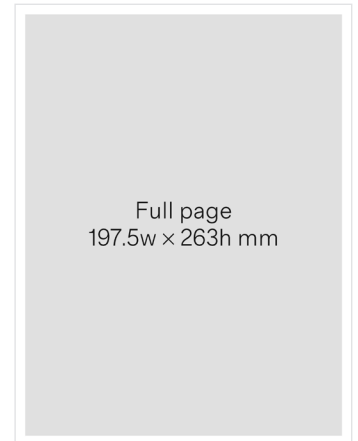


LIMELIGHT

Print Specifications

Page	Trim Size (w x h, mm)	Type Area (mm)
Full page	197.5 x 263	n/a
Double-page spread	407.5 x 263	24
Half page (horizontal)	184.5 x 123	n/a
Half page (vertical)	89 x 248	n/a
Third page (horizontal)	184.5 x 80.5	n/a
Third page (vertical)	57.5 x 248	n/a



Ad Checklist

- Deliver advertising materials to william@limelight-arts.com.au by the booking deadline on your contract.
- Ad has been exported as a high-resolution PDF
- Ad has been created to the relevant size outlined above
- Ad does not exceed and ink weight of 300%
- Colours within the ad only use CMYK (do not use RGB or extra colours)
- A minimum type size of 8pt (10pt for reversed type) has been used
- If body copy is black, 100% black has been used
- Rich Black has been used for type larger than 40mm
- Our printer recommends Rich Black 30/20/20/100 CMYK
- Areas of black should be in Rich Black
- Areas of black are not be set to overprint
- All images used are high resolution, 300 DPI and in CMYK
- All image links are up to date
- All fonts have been embedded
- Ad does not include Printer Marks
- If a DPS, ad has been supplied as two single pages. To ensure no information is lost, please observe Type Area

Website Ads	Dimensions (w x h, px)	Display size	Maximum File Size	Format
Banner (Desktop)	1,456 x 180	728 x 90	150 kb	jpg, png, gif, html5*
Banner (Mobile)	640 x 100	320 x 50	150 kb	jpg, png, gif, html5*
MREC	600 x 500	300 x 250	150 kb	jpg, png, gif, html5*

Newsletter Ads	Dimensions (w x h, px)	Display size	Maximum File Size	Format
Banner	1,200 x 148	600 x 74	150 kb	jpg, png, gif
MREC	600 x 500	300 x 250	150 kb	jpg, png, gif

EDM & Boosted Facebook Posts

Submission forms will be provided for these items on booking.

Examples of digital ads are available on request

View our email archive at <https://www.limelightmagazine.com.au/edm-archive/>

Digital Ad Checklist

- Display ads that exceed our file size limits will be resized without notice
- Please provide a URL with your Display Ad. URLs supplied must use https
- *HTML5 ads need to be created to the Display size spec
- *HTML5 ads need to meet the HTML5 requirements for Ad Manager <https://support.google.com/admanager/answer/7046799?hl=en>