

mechanical specifications (A4 standard, mm, hXw)

	trim size	type area	bleed area
DPS	297x420	268x386	303x426
FULL PAGE	297x210	272x174	303x216
HALF PAGE (H)	143x210	126x174	146x216
HALF PAGE (FLOAT)	126x174	N/A	N/A
HALF PAGE (V)	272x105	N/A	N/A

(Half page (float) dimensions are for half page ads that do not bleed off the page, but rather sit within the type area. Type area is designed to avoid your text being lost in the gutter)

copy provision please send all copy to production address

DISPLAY ADVERTISEMENT SUBMISSION

1 High resolution (300 dpi) **PDF** - to size with crop marks and 3mm bleed

CMYK / Frequency 175 Binary Image

2 **EPS** and **Tiff** Files complete at >300 dpi with all legal fonts supplied (with bleed)

3 **Quark 8.1** or **InDesign 3.1** or below (MAC) file with all legal fonts and pictures at >300 dpi

PLEASE TAKE GREAT CARE AND ENSURE THAT KNOCKOUT/TRAPPING IS SET CORRECTLY AS WE ARE UNABLE TO ALTER PDFS.

All adverts to be accompanied by high-resolution colour match proof. TML bears no responsibility for final reproduction. Any files not supplied in format 1, 2 or 3 may incur Studio costs to be agreed prior to work being carried out. For further information please contact TML Production Department who will be glad to offer further assistance.

EDITORIAL SUBMISSIONS

Should be sent as **Word/Text** documents, with **title**, and **author credit** included.

All **pictures** should be saved separately and be a minimum of **300 dpi**.

Word count One page is approx. 900 words, and a picture represents a minimum of 200 words, to be subtracted from the word count total.

Please include include: **a title (three to five words is ideal), standfirst (one or two sentences of introduction), author(s) and job title, contact information, photograph credits, author photograph. All images must be the property of the advertiser – TML does not accept liability for images provided that do not comply with licensing laws.**

FULL PAGE EDITORIALS ARE 900 WORDS not including pictures, which are a minimum 200 words to be subtracted from the total.

HALF PAGE EDITORIALS ARE 450 WORDS

Please note: Images saved in Word documents are not suitable for print

PRODUCTION CONTACTS

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Woodbridge
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DISC FORMAT ACCEPTED
DVD & CD-ROM

FTP DETAILS ON REQUEST

"The aim for any editorial in a B2B publication is to engage the reader. The best way to do this is to provide concise, up-to-date information about a specific project or innovation your company is currently working on, including recent developments and its practical application. Attention-grabbing articles are not usually laden with 'pr-speak', but rather lets your technical and industry knowledge speak for itself. As opposed to display advertisements, the goal is to give a teaser about your company without going into long detail of corporate history, etc, but rather to tell them something they didn't know already. That could be how your product or service is changing how your customers do business, and what they can achieve with them. If you would like to discuss your editorial goals in more detail, I would be glad to hear from you."

Katrina Bell, **COMMONWEALTH ICT** Editor

COMMONWEALTH
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