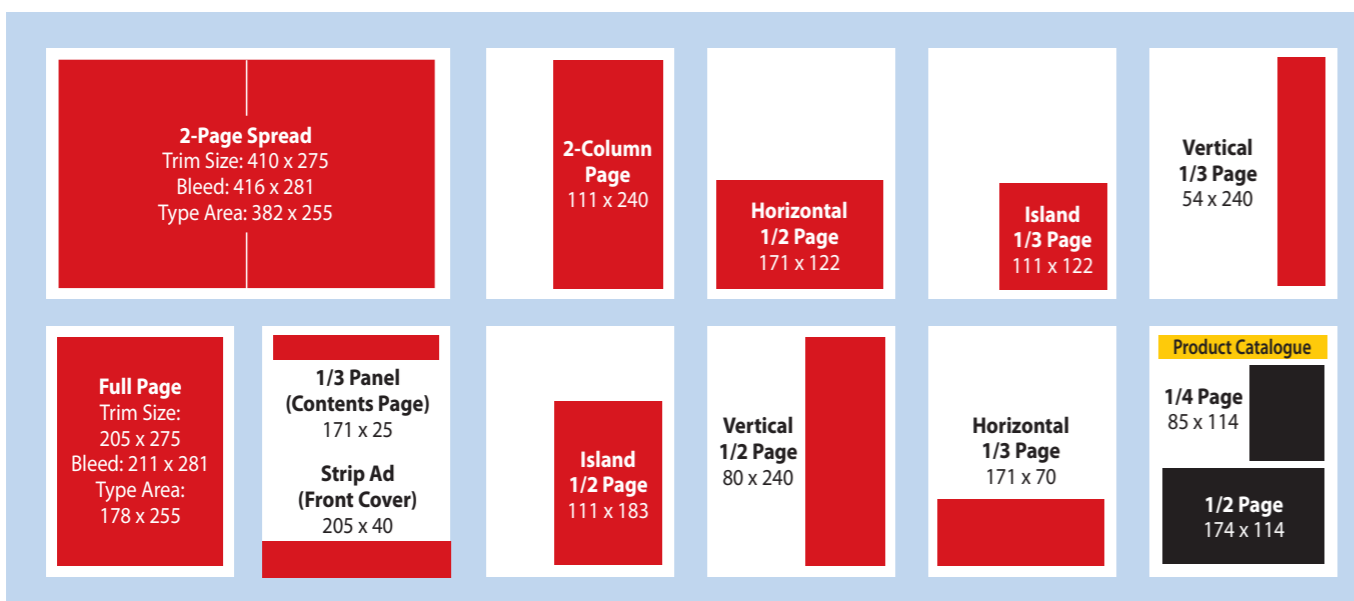


ADVERTISE
SPECIFICATIONS

**Advertisement & Print
Technical Specifications**

ADVERTISEMENT SIZE			
Name	Type/Art (WxH) (millimeters)	Bleed (WxH) (millimeters)	Trim (WxH) (millimeters)
2-Page Spread	382 x 255	416 x 281	410 x 275
Full Page	178 x 255	211 x 281	205 x 275
1/3 Panel (Contents Page)	--	--	171 x 25
Strip Ad (Front Cover)	--	211 x 46	205 x 40
2-Column Page	--	--	111 x 240
Island 1/2 Page	--	--	111 x 183
Horizontal 1/2 Page	--	--	171 x 122
Vertical 1/2 Page	--	--	80 x 240
Island 1/3 Page	--	--	111 x 122
Horizontal 1/3 Page	--	--	171 x 70
Vertical 1/3 Page	--	--	54 x 240
PRODUCT CATALOGUE SECTION			
Horizontal 1/2 Page	--	--	174 x 114
1/4 Page	--	--	85 x 114



All dimensions in Width x Height (mm)

INSERTS

A flat handling fee of US\$1,000/€700 is charged in addition to the advertising rate. For selective insert by country or industry sector, kindly contact the Advertising Sales Manager. Printing rates for inserts are available upon request.

All supplied inserts should be shipped ready. Inserts should be printed on paper not exceeding 85gsm with a maximum folded dimension of 200mm (W) x 270mm (H). Samples of insertion must be sent to the Advertising Sales Manager for specification approval before confirmation of job.

ARTICLES REPRINT

Please contact the Advertising Sales Manager for price list, availability and order (minimum quantity: 1,000 copies)

SPECIFIED POSITIONS

- 20% loading
- Any revision in rates will not affect existing contracts till expiry

ARTWORK COST

- US\$100/E 70 for amendment of text
- US\$200/E 140 for artwork

DIGITAL ARTWORK REQUIREMENTS

- **PREFERRED DIGITAL AD FORMAT**
 - Adobe PDF - High resolution PDF-X1a files with fonts and images embedded, CMYK, 300 dpi
 - Please adhere to advertisement size & print specifications (Pls refer to ETM print specs)
- **OTHER ACCEPTABLE DIGITAL AD FORMAT**
 - InDesign / Illustrator (and Illustrator EPS files)
 - (All images and fonts must be included. Images must be at least 300 dpi, using CMYK colour and in either a Tiff or EPS format. Please zip or stuff these files when uploading or emailing)
- **QUICKCUT**
 - Eastern Trade Media's (ETM) preferred mode of artwork transmission is Quickcut. It ensures your advertising materials match our technical specifications through automatic preflight checks. We encourage you to use Quickcut for all your file validation and transmissions to ETM's magazines

To know more about Quickcut, please contact Quickcut Singapore Pte Ltd on +65 6327 7255 or email: info@adstreamasia.com

CANCELLATION & POSTPONEMENT

- 60 days before publishing date for run-on-page advertisements
- 90 days for advertisements on specific positions

AUTHORISATION

Eastern Trade Media Pte Ltd will only honour an acknowledged Insertion Order when signed by an authorised staff of Eastern Trade Media Pte Ltd. It is agreed that the terms and conditions stated in Eastern Trade Media Pte Ltd's Insertion Order shall have precedence over any other advertising contracts

COMMISSION

15% commission on bona fide advertising agencies providing artwork of advertisement used. Commission applies to space, position, colour charges and insertions only

GENERAL POLICY

- The publisher reserves the right to use previous material if material is not received by stipulated deadline and to charge for space booked if not cancelled before deadline
- Advertising copy subject to acceptance by the publication. Advertisement not easily distinguished from editorial must be labelled "Advertisement". General law applies

PUBLICATION & CLOSING DATES

Publication date is on the first week of the issue month

ARTWORK SPECIFICATIONS

CTP-READY PDF FILES

All CTP-ready files must be PDF/X-1a:2001 compliant (ISO 15930-1). Images must have resolution equivalent to double the printed screen ruling for a said size, in CMYK (and spot colours if your ad space purchased is with spot colours). Please embed fonts used. Trim marks and registration marks must be included in the file. (Colour management [CMS] and distiller settings files are available upon request. Please email us your enquiries to Graphics@epl.com.sg)

If the requirements are not supplied we cannot be held responsible for inaccurate copy reproduction.

TRIM AND TYPE AREA

It is advisable to that no important type or images such as logos be positioned close to the outer edges of a bleed advertisement. To ensure that words or important graphics do not get trimmed off, we advise that these important elements remain 10mm in from the Trim size. For type across the binding gutter (in the case of Double Page Spread ads), please allow minimum of 6mm clearance on both sides of spine. Also, do not use fine borders around the edge of a bleed advertisement.

We cannot guarantee the absolute accuracy of trimming due to the nature of offset printing processes.

GRAPHICS AND IMAGES FOR ARTWORK PRODUCTION

If you are sending material to ETM for artwork production by us, we accept files in PSD, EPS, PDF, Jpeg & TIFF formats, in CMYK, LAB, or ColourMatch RGB mode. We require high resolution digitised images acquired from either a high-end scanner or professional digital camera - 2 samples per linescreen imaged is recommended to ensure quality print reproduction. We are no longer able to accept non digitised media like photographs, transparencies, colour separations and printed media.

We also recommend that any original image is not enlarged any more than 10% for quality reproduction.

DELIVERY VIA DISKS

We accept either DVD, or CD-R. Format -- Apple Mac or ISO. Please supply a calibrated proof (digital printout) of the contents of the disks, and label files and disks clearly. Remember to pack your media securely with sufficient protection to avoid damage in transit. All material supplied should have clearly marked instructions and include name of the publication/magazine and the publishing date

DELIVERY VIA EMAIL

We accept either ZIP archive, or Stuffit compressed files. Alternately, if your files are larger than 10Mb, you can post your files to an FTP server and email us your downloading details.

For More Information On Trim, Bleed, Text Area And Publication-specific Advertisement Sizes, Please Refer To Your Respective Publication's Rate Card.

FILE PREPARATION SPECIFICATIONS

GENERAL

- PDF file supplied must be for same size reproduction.
- Register, page information and trim marks to be turned on, offset = 3.1mm.
- All edges of pages that bleed must have no less than 3mm of bleed.
- No live type to be within 10mm of the final trim size.
- All reverse lettering to be no less than 10 point bold created with a minimum of colours. Small type with fine serifs is not practical and should be avoided.
- Artwork should not contain text that is smaller than 5 points or text that is smaller than 9 points and coloured with more than 2 colour separations.
- Artwork should not use black text smaller than 12 points that is set to knockout.
- Artwork shall not contain white text set to overprint.
- Images using 16 bits per sample shall not be used in PDF files.
- PDF files shall not use layers.
- A PDF file shall not contain annotations that are set to print.
- Total area of coverage (TAC) of elements on a page should not exceed 330%.
- Resolution of colour and greyscale images shall not be below 300 dpi.
- Resolution of colour and greyscale images should not be above 450 dpi.
- Resolution of 1-bit images (either regular images or image masks) shall not be below 550 dpi.
- Resolution of 1-bit images (either regular images or image masks) should not be above 3600 dpi.
- 1-bit images shall not use JBIG compression.
- Images shall not use JPEG2000 compression.
- This list is not exhaustive. For more information on ISO 15930-1 standards, please visit www.ISO.org

COLOUR

- ICC profiles are available to help you set up your CMYK colour settings and colour manage your workflow. If you already have a set, your colour characterisation data should conform to ISO 12647-2:2004 Amd 1 (FOGRA39). Otherwise, email Graphics@epl.com.sg to request for more information.
- If you are specifying an uncoated paper stock for your ads, please use Fogra29 instead.
- If you have purchased a spot (5th colour) ad insertion Spot colour Dot Gain should be set for 15% when using FOGRA39. If you are printing a 5th (spot colour) on uncoated stock, (FOGRA29), set your Spot colour Dot Gain for 30%.
- Where solid black backgrounds are to be created, or with the use of reverse type, a cut back 50% stipple of cyan is recommended to reinforce the solid black print
- Please maintain a consistent colour settings between all applications you use to produce your artwork.
- For more information on ICC colour profiling, please visit www.color.org.

SCREEN RULINGS (LINESCREEN)

Sheetfed coated stock: 150 lines per inch

Sheetfed uncoated stock: 133 lines per inch

For more information on publication-specific screen rules, please refer to your respective publication's rate card.

TOTAL SUM DENSITY (TOTAL INK LIMIT / TOTAL AREA COVERAGE)

To prevent setoff on the press, the total film weight for the shadow end for four-colour film should not exceed:

Sheetfed Coated Papers 330% TAC

Sheetfed Uncoated Papers 300% TAC

DOT GAIN

Sheetfed Offset Lithographic Printing

Coated Paper: In the 50% mid tone area a dot gain of 15% at 150 linescreen

Uncoated Paper: In the 50% mid tone area a dot gain of 30% at 150 linescreen

PROOF SPECIFICATIONS

All CTP-ready ads must be supplied with at least two contract proofs (Calibrated Digital Proofs) with the supplied PDF files. Calibrated or FOGRA certified proofs are acceptable and must be proofed on the appropriate coated/uncoated bright white stock. The appropriate ICC press profile (FORGRA39 for magazine ads, FOGRA29 for uncoated stock such as our trade directories) is to be simulated in the proof. *(See Dot Gain above)*

VIEWING CONDITIONS

Originals and proofs should be viewed at lighting standard of 5000°K.

COLOUR BARS

Colour bars must be included on all proofs. Where possible, use colour bars recommended by the manufacturer of the proofing system if these are available, for verification of the proof's certification.

NOTE: ***Please do not include colour bars in your PDF artwork.***

CONTACTS AND ADDRESS

For enquiries and CMS profile files, please email to:

Graphics@epl.com.sg

FURTHER INFORMATION

For further information or if you need to discuss your technical requirements, please contact Lawrence Lee at:

Eastern Trade Media Pte Ltd

1100 Lower Delta Road

#04-02, EPL Building

Tel: (65) 6379 2880 Fax: (65) 6379 2806

Email: LawrenceLee@epl.com.sg

Please Note If Our Technical Specification Guidelines Are Not Adhered To, Eastern Trade Media Pte Ltd Accepts No Responsibility For Incorrect Reproduction Of Material Due To Varying Methods Of Supply.