



## / Material specifications /

### FULL PAGE

**Trim size**  
275mm d x 203mm w  
**Type area**  
253mm d x 175mm w  
**Bleed**  
5mm (outside trim area)

### HALF PAGE

**Trim size**  
135mm d x 203mm w  
**Type area**  
119mm d x 187mm w  
**Bleed**  
5mm (outside trim area)

### OUTSIDE BACK COVER\*

**Trim size**  
275mm d x 203mm w  
**Ad area**  
275mm d x 144mm w  
**Type area**  
259mm d x 129mm w  
**Bleed** 5mm (around entire ad)

**\*NOTE** You must supply material at trim size. The grey area shown indicates the area which is to contain the ad. From the left of the trim an area of 59mm wide and 275mm deep must be left blank for RoyalAuto to insert the postal requirements.

Please supply all ads to trim size. Register and trim marks must appear outside the final trimmed size on all files with a minimum offset of 6-8mm.

### DOUBLE PAGE SPREAD (DPS)

Artwork for a DPS should be supplied as two single full pages. If text is to read across the centre of the page on a DPS and over the gutter, please allow 3mm either side of the spine and do not split words across the spine.

### FILE TRANSFER/DELIVERY

RoyalAuto does not accept digital files via email.

All advertising material must be sent as a high-res PDF via the service providers listed here:

#### Quickcut (Adstream):

[adstream.com.au](http://adstream.com.au) 1300 768 988 [support@quickcut.com.au](mailto:support@quickcut.com.au)

#### Adsend:

[dubsat.com/adsend](http://dubsat.com/adsend) 1300 366 156

When sending ads please ensure that the edition month is given.

## 5 Key things to remember

- All pages to contain trim marks OFFSET by a minimum of 6mm.
- No font smaller than 6pt will be accepted.
- Solid black panels should be made up using a rich black – C 60%, M 30%, Y 30%, K 100%.
- Total ink weight is 280% with a max. of 85% black
- Save the PDF to Adobe version 1.3.

**DISCLAIMER** The onus is on the client/agency to provide material within the specifications listed on these pages. RoyalAuto does not accept responsibility for the reproduction of material that has not been supplied according to the specifications above and over the page. Advertising material must be received on time to allow for checking. Late advertising material may incur additional charges. The publisher reserves the right to reject an advertisement if it is deemed to be unsuitable for publication.



**RACV**

**royalauto**  
CIRCULATION\*

**1,444,161**

\*Source: Audited figure CAB Sep 2018

## FILE PARAMETERS

### IMAGES/COLOUR

All images must be in CMYK and all colours must be process CMYK breakdowns. No RGB or LAB colour.

No Pantone or spot colours. These must all be converted to process CMYK.

Solid black panels should be made up using a rich black (C 60%, M 30%, Y 30%, K 100%).

Image resolution must be no less than 300dpi @ 100% scale.

No dcs, jpeg or compressed files are to be used. Square finished images: TIFF (uncompressed).

Deep-etched images: EPS (1 files no DCS) with path. Photoshop layer mask with path.

### CARRIER COLOURS

Where solid backgrounds are created together with reverse type, a CMYK rich black (as above) is recommended to enrich the solid black background.

### TRAPPING

Basic knockout and overprinting should be checked, i.e. coloured text knocks out a black drop shadow.

### SCREEN RULINGS

Conventional screening.

Medium weight coated – 133 line screen.

### TOTAL INK WEIGHT

280% with a maximum of 85% black.

### SOFTWARE

Photoshop CC images only, InDesign CC (latest versions), Acrobat X1 Pro.

PDF files to be supplied in CMYK format, RGB files will be rejected.

## FONTS/TYPE

All fonts must be embedded into the PDF file.

Do not use floating palettes to bold or italicise type – the font can revert to regular style when sent to output devices.

RoyalAuto's CTP system supports Postscript Type 1 fonts only. True Type fonts are not accepted.

All reverse type should be no less than 10pt bold, on no more than two colours.

No coloured text to be less than 70% of the solid colour.

Extremely small and thin type with fine serifs should be avoided. No font smaller than 6pt will be accepted.

Type is required to be within specified type area.

If an EPS file is to be imported into a document, ensure fonts have been embedded or outlined before saving.

Coloured type with a black drop shadow should be set to knockout, otherwise drop shadow may overprint the coloured type.

White type to be set to knockout.

Black type larger than 24pt should be made up using a CMYK rich black (C 60%, M 30%, Y 30%, K 100%).

Borders and key lines to sit no less than 8mm from the trim.

## PAGE LAYOUT

All pages to be supplied to correct trim size with the page geometry (the trim box and bleed box) defined.

All pages to have a minimum of 5mm bleed on all edges of the page, 8mm recommended.

All pages to contain trim marks offset by a minimum of 6mm.

All type (including key numbers and logos) must not exceed the specified type area.

### THIN LINES

Solid (100%) black thin lines to be a minimum thickness of 0.08mm.

Reverse, multi-colour and tinted thin lines to be a minimum thickness of 0.25mm.

Thin lines should be made up of a single colour to avoid any mis-registration issues.

### MATERIAL DELIVERY

RoyalAuto does not accept digital files via email. All advertising material must be sent as a high-res PDF via either Quickcut (Adstream) or Adsend. Include the edition month with send.

## CONTACTS

Bookings and additional enquiries  
RoyalAuto, Lvl 9, 485 Bourke St,  
Melbourne, VIC 3000

### Rebecca Lever

Advertising Administrator  
(03) 9790 2821  
rebecca\_lever@racv.com.au

**racv.com.au**  
**royalauto.com.au**