

## Material Instructions & Deadlines

Issue	Booking & Material Deadline	On Sale
<b>MARCH</b> / April 08	21 <sup>st</sup> January	First week of March
<b>MAY</b> / June 08	3 <sup>rd</sup> March	Last week of April
<b>JULY</b> / August 08	5 <sup>th</sup> May	Last week of June
<b>SEPTEMBER</b> / October 08	7 <sup>th</sup> July	Last week of August
<b>NOVEMBER</b> / December 08	8 <sup>th</sup> September	Last week of October
<b>SPECIAL</b> Edition Wine of the Year	6 <sup>th</sup> October	First week of December
<b>Annual 2008</b> <b>Special Sized Edition</b> January / February 2009	10 <sup>th</sup> November <b>Special Material sizes</b> <b>please refer:</b> <a href="http://www.winestate.info">www.winestate.info</a>	Last week of January Re-released July 09

Size	Vertical Width x height	Horizontal Width x height
Double Page Spread	210 x 297 each page allow 15mm from inside edge if running text across pages.	
Full page	210 x297 trim size Add 5mm for bleed.	
Half page	90 x 270 copy size	178 x 135 copy size
1/3 page	59 x 270 copy size	178 x 90 copy size
¼ page	90 x 135 copy size	
1/6 page	55 x 135 copy size	
<ul style="list-style-type: none"> <li>•This is the trim size of the advertisement.</li> <li>•All full page advertisements which bleed (run to edge of page) must include 5mm bleed each side of the artwork.</li> <li>•Copy size relates to ads which do not bleed and sit within the page margins.</li> <li>•PC formatted zip disk or CD preferred, Mac not accepted</li> <li>•Files must be saved as PC format, Mac not accepted</li> <li>•If size permits you can email advertisement to: <a href="mailto:production@winestate.com.au">production@winestate.com.au</a></li> <li>•Provide a colour proof with your digital material.</li> <li>•Text must be 5mm from edge of ads, which bleed.</li> <li>•Provide Illustrator .eps (fonts converted to paths),</li> <li>•Photoshop .tif or 300dpi pdf (remember your file extension!)</li> <li>•Please consult with the design manager for further options.</li> <li>•Material to be supplied by deadline otherwise publisher reserves the right to repeat previous advertisement or charge for space booked.</li> </ul>		