

## ADVERT / VOUCHER Specifications

### Step 1 - Fill in Booking Form

Download a Booking Form from this site or email sales@letsgekids.com.au OR phone 0425 273 300.  
Sign and fax the Booking Form to +613 9717 4441.

### Step 2 - Receive Booking Number

When LetsGoKids have received your completed Booking Form, you will be sent a Booking Number, which should be used in all correspondence. DO NOT SEND FILES UNTIL YOU HAVE RECEIVED YOUR BOOKING NUMBER.

### Step 3 - Create Artwork

Contact your Graphic Designer, Ad Agency or Printer to create Print Ready Artwork or Web Advert.  
See page 2 for Mechanical Specifications.

### Step 4 - Send Artwork

Contact your Graphic Designer, Ad Agency or Printer to send artwork via email.

#### Files smaller than 5 Mb

Send via email to office@letsgekids.com.au

#### Files larger than 5 Mb

Please contact the office to arrange delivery of larger files (Mob: 0425 273 300).

#### What if I can't supply print ready artwork?

If you do not have artwork for your advertisement or voucher, the LetsGoKids graphic designers can design your advertisement and create artwork. Contact us for a quote, by emailing sales@letsgekids.com.au or phone 0425 273 300.

**Note:** Design and artwork for your advertisement or voucher is not included in the booking price unless previously discussed with your sales rep. Additional design and artwork costs apply at current rates.

## ADVERT / VOUCHER Specifications

### Mechanical Specifications

#### Advert Sizes + Details



#### Full Page

Trim: 148mm W  
210mm H  
Bleed: 5mm bleed  
Type: 128mm W  
190mm H

NOTE: Trims/crops need to be included in file.



#### 1/2 Page

Size: 128mm W  
85mm H  
Bleed: NO bleed

NOTE: No trim/crop marks to be set into file.



#### 1/4 Page

Size: 60mm W  
85mm H  
Bleed: NO bleed

NOTE: No trim/crop marks to be set into file.



#### Voucher

Trim: 123mm W  
60mm H  
Bleed: NO bleed

NOTE: Vouchers are 2 sided - send 2 pdf files NOT 2 pages in 1 pdf.

#### Acceptable Artwork formats

Artwork is only accepted electronically. Film or bromides are not accepted. All artwork must be CMYK and include appropriate bleed (as per your Advert size - see above).

Acceptable file formats include:

- Illustrator CS (preferred):  
All fonts outlined & 300 dpi CMYK images embedded
- InDesign CS (preferred):  
All fonts outlined & 300 dpi CMYK images attached
- Photoshop CS:  
PSD, tif, jpg - 300dpi CMYK
- Artwork ready PDF:  
All fonts outlined & 300 dpi CMYK images with crop/trim marks (if required by size details above).
- Other formats:  
Microsoft Word, Corel Draw and BMP files will not be accepted. IllustratorCS2.eps and other eps files may be accepted (\*see note below). Contact LetsGoKids Graphics prior to sending other file formats.

#### File naming protocol

Please name files as:  
"businessnameTYPE\_bookingNumber.extention"  
(Note: MUST use up to 3 character extension)

TYPE of ad:

VOUCHERF = Voucher front  
 VOUCHERB = Voucher back  
 QTRPAD = Quarter Page Ad  
 HLFPAD = Half Page Ad  
 FLPAD = Full Page Ad

Examples:

popyspizzavOUCHER\_MW7PP1.ai  
 popyspizzavQTRPAD\_MW7PP1.eps

#### Queries

Artwork queries please see website for details or email: graphics@letsgekids.com.au.

DISCLAIMER: We cannot guarantee the absolute accuracy of trimming and colours due to the nature of printing. We recommend adhering to the Type and Bleed specifications listed in the Specs. \*Final results may not match your design if files supplied do not comply with the listed formats. \*Files may be altered to become "print ready".

...kids tell your parents where to go!