LetsGoKids

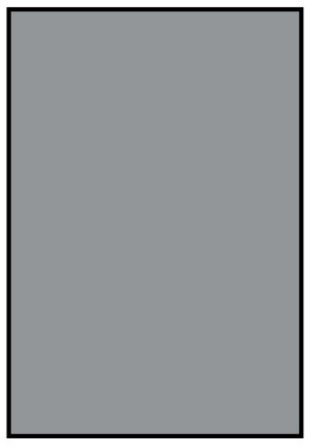
LetsGoKids Pty Ltd ABN: 85 122 538 103
Post: 95 Chapel Lane, Doreen Vic 3754
Ph: 0407 012 940

Email: office@letsgokids.com.au
Web: www.letsgokids.com.au/advertise

ADVERT / VOUCHER / E PACKAGE Specifications

Mechanical Specifications

Advert Sizes + Details



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

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

1/2 Page
Size: 128mm W
89mm 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

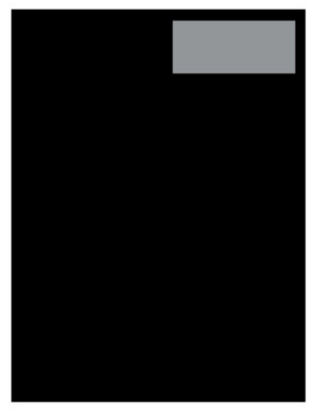
NOTE: No trim/crop marks to be set into file

Voucher
Size: 123mm W
60mm H
Bleed: NO bleed

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

1/3 Page
Size: 128mm W
60mm H
Bleed: NO bleed

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



Ad Slider
Size: 1220 pixels W
385 pixels H
Bleed: NO bleed

NOTE: File needs to be under 500kb

Acceptable Artwork formats

Artwork is only accepted electronically.
All Publication artwork must be in CMYK and must include appropriate bleed (as per your Advert size - see above) All E-package content is preferred in RGB but can be CMYK.

Acceptable file formats include:

- Illustrator CS (preferred):

- InDesign CS (preferred)

- Photoshop CS:
  PSD, tif, jpg - 300 dpi 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. Illustrator EPS files may be accepted (*see note below). Please contact LetsGoKids Graphics prior to sending other file formats

File naming protocol

Please name files as:

"businessnameTYPE.extension"

TYPE of ad:
VCHR = Voucher Front
VCHR = Voucher Back
QPAD = Quarter Page Ad
HPAD = Half Page Ad
FPAD = Full Page Ad
BCARD = Business Card
3PAD = 1/3 Page Ad
SLIDER = Ad Slider

Examples:
popyspizzaVCHR.ai
poppyspizzaQPAD.eps

Queries

Artwork queries please see website for details or email letsgokidsgraphics@gmail.com

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".