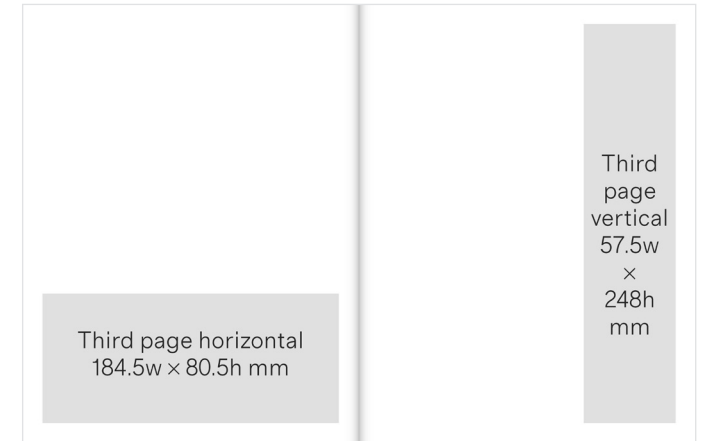
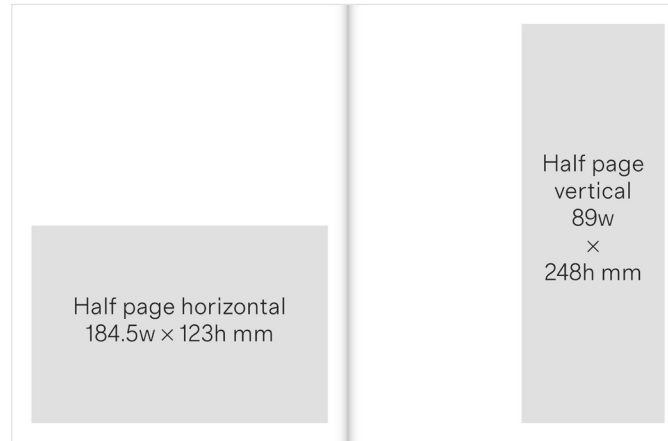
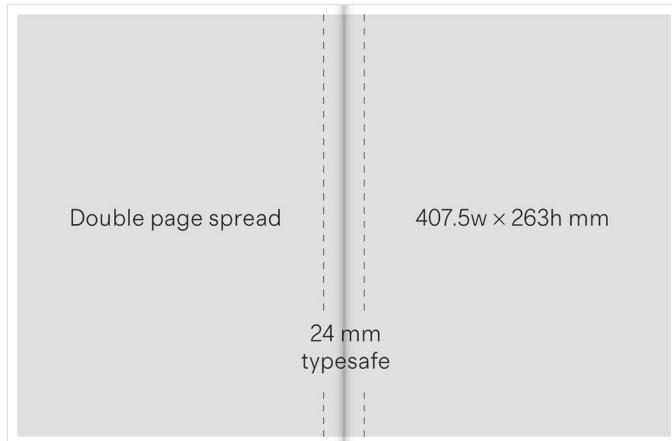
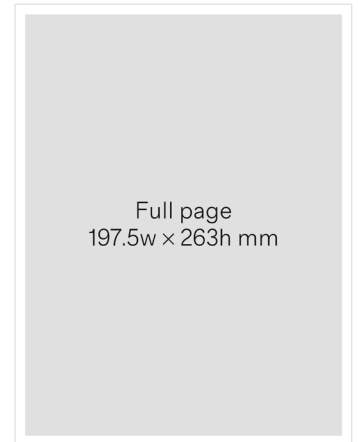


LIMELIGHT

Print Specifications

| Page | Trim Size (w x h, mm) | Type Area (mm) |
|-------------------------|-----------------------|----------------|
| Full page | 197.5 x 263 | n/a |
| Double-page spread | 407.5 x 263 | 24 |
| Half page (horizontal) | 184.5 x 123 | n/a |
| Half page (vertical) | 89 x 248 | n/a |
| Third page (horizontal) | 184.5 x 80.5 | n/a |
| Third page (vertical) | 57.5 x 248 | n/a |



Ad Checklist

- Deliver advertising materials to william@limelight-arts.com.au by the booking deadline on your contract.
- Ad has been exported as a high-resolution PDF
- Ad has been created to the relevant size outlined above
- Ad does not exceed and ink weight of 300%
- Colours within the ad only use CMYK (do not use RGB or extra colours)
- A minimum type size of 8pt (10pt for reversed type) has been used
- If body copy is black, 100% black has been used
- Rich Black has been used for type larger than 40mm
- Our printer recommends Rich Black 30/20/20/100 CMYK
- Areas of black should be in Rich Black
- Areas of black are not be set to overprint
- All images used are high resolution, 300 DPI and in CMYK
- All image links are up to date
- All fonts have been embedded
- Ad does not include Printer Marks
- DPS ad can be supplied as a spread or as single pages with 203.5mm width. To ensure no information is lost, please observe Type Area.

Solus EDM, Eventful EDM & Boosted Facebook Posts

Submission forms will be provided for these items on booking.

View our email archive at <https://www.limelightmagazine.com.au/edm-archive/>

| Website Ads | Dimensions (w x h, px) | Display size | Maximum File Size | Format |
|------------------|------------------------|--------------|-------------------|-----------------------|
| Banner (Desktop) | 1,456 x 180 | 728 x 90 | 150 kb | jpg, png, gif, html5* |
| Banner (Mobile) | 640 x 100 | 320 x 50 | 150 kb | jpg, png, gif, html5* |
| MREC | 600 x 500 | 300 x 250 | 150 kb | jpg, png, gif, html5* |

| Newsletter Ads | Dimensions (w x h, px) | Display size | Maximum File Size | Format |
|----------------|------------------------|--------------|-------------------|---------------|
| Banner | 1,200 x 148 | 600 x 74 | 150 kb | jpg, png, gif |
| MREC | 600 x 500 | 300 x 250 | 150 kb | jpg, png, gif |

Examples of all digital ads are available on request

Digital Ad Checklist

- Display ads that exceed our file size limits will be resized without notice
- Please provide a URL with your Display Ad. URLs supplied must use https
- *HTML5 ads need to be created to the Display size spec
- *HTML5 ads need to meet the HTML5 requirements for Ad Manager <https://support.google.com/admanager/answer/7046799?hl=en>

EVENTFUL EDM - PREMIUM INCLUSION

Position: Top section of email

Image: 800 x 450 px (w x h)

Title format: Organiser name: Event name

Words: 50-100 in up to three paragraph(s)

Date and Venue: Do not include in text;
displayed separately as *d-d month, venue*

URL: 1x included on image, title and button

WEBSITE LISTING

It is free to [add an event](#) to the *Limelight* website ([terms and conditions apply](#)).

For support with online events contact
events@limelight-arts.com.au

[View an example of the eventful EDM \(April 2022\)](#)

Premium inclusions will only appear as Featured Events on the *Limelight* Events Calendar after an event you have [submitted to our website](#) has been approved and a signed contract is received.

- Advertisements in this email are sold as a Premium Listing only
- Final placement is at the discretion of *Limelight*