



Australian Stock Horse

# ASH Journal Advertising Specifications

Amended: 25/10/2011

[www.ashs.com.au](http://www.ashs.com.au)

ABN 35001440437

The Australian Stock Horse Society offers a complimentary design service for companies wishing to advertise in the ASH Journal. Alternatively, we accept artwork which adheres to the following material specifications.

## MATERIAL SPECIFICATIONS

### Supplying your finished advertisement artwork

- > All ads must be in MAC format and supplied on CD, DVD or via email
- > High resolution CMYK pictures/logos are required at a minimum of 300dpi in TIFF (.tif) JPEG (.jpg) or EPS format
- > InDesign CS2/3/4/5, Photoshop CS, Illustrator CS files are all accepted with screen and printer fonts and linked images.
- > QuarkXpress files must be supplied as a print quality PDF
- > We do not accept film or ads supplied in PC format
- > All colours should be indicated as process colour (CMYK)
- > Please enclose a colour correct proof of complete ad for reference
- > Double and single page advertisements must include 5mm bleed on all sides
- > Specific horse related details such as registered horse names MUST be approved by our Publications/Editorial Coordinator prior to us receiving your advertisement artwork to prevent delays or extra costs.

### Supplying advertising material for us to design your ad

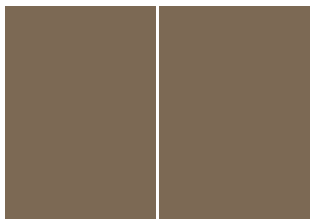
- > High resolution CMYK pictures/logos are required at a minimum of 300dpi in TIFF (.tif) JPEG (.jpg) or EPS format
- > We accept editorial in MS Word format
- > For more information about emailing your advertisement text, please contact us at [journal@ashs.com.au](mailto:journal@ashs.com.au)

### Advertising deadlines 2012/2013

January/February 2012 Edition ..... 11th November 2011  
 March/April 2012 Edition..... 13th January 2012  
 May/June 2012 Edition..... 16th March 2012  
 July/August 2012 Edition (**Stallion Issue**) ... 11th May 2012  
 September/October 2012 Edition..... 13th July 2012  
 November/December 2012 Edition... 14th September 2012  
 January/February 2013 Edition ..... 9th November 2012

## ADVERTISING DIMENSIONS

### Double page



430x307mm (inc.5mm bleed)

### Single page



220x307mm (inc.5mm bleed)

### 1/2 page landscape



185x128mm

### 1/2 page portrait



90x267mm

### 1/4 page landscape



185x66mm

### 1/4 page portrait



90x128mm

### 1/3 page landscape



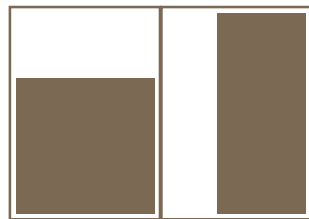
185x87mm

### 1/3 page portrait



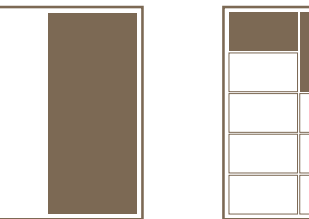
57x267mm

### 2/3 page landscape



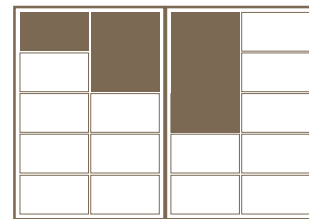
185x176mm

### 2/3 page portrait



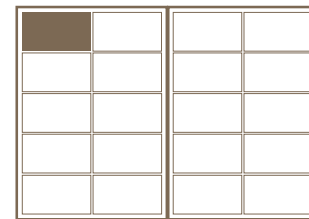
118x267mm

### Business Directory



90x50mm / 90x100mm / 90x160mm

### Breeder's Directory



90x50mm

## CONTACT US



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