



5000
COPIES

of WARP

are distributed over

Launceston
+ Hobart

DEADLINES

ISSUE		ART DEADLINE		PUBLISH DATE	
JUNE	2016	MAY	23	JUNE	1
JULY	2016	JUNE	29	JULY	6
AUGUST	2016	JULY	27	AUGUST	3
SEPTEMBER	2016	AUGUST	24	AUGUST	31
OCTOBER	2016	SEPTEMBER	28	OCTOBER	5
NOVEMBER	2016	OCTOBER	26	NOVEMBER	2
DECEMBER	2016	NOVEMBER	23	NOVEMBER	30
JANUARY	2017	DECEMBER	21	JANUARY	4
FEBRUARY	2017	JANUARY	25	FEBRUARY	1
MARCH	2017	FEBRUARY	22	MARCH	1
APRIL	2017	MARCH	29	APRIL	5
MAY	2017	APRIL	26	MAY	3
JUNE	2017	MAY	24	MAY	31

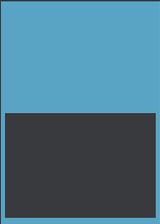
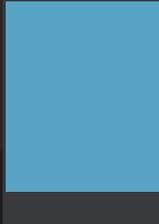
AD RATES

COVER BANNER	\$350 + GST
QUARTER PAGE (PRIORITY)	\$250 + GST
QUARTER PAGE (STANDARD)	\$200 + GST
HALF PAGE	\$350 + GST
BASTARD HALF	\$450 + GST
FULL PAGE	\$600 + GST
FULL PAGE (INSIDE BACK COVER)	\$500 + GST
FULL PAGE (BACK COVER)	\$700 + GST

BLEED

Keep important details away from the trim line or they could get cropped. Ideally keep all important details within the 'live area'.

AD SPECS

Quarter Page	Half Page			Bastard Half	Full page	Cover	
							
58 x 350	245 x 85	120 x 170	120 x 350	245 x 170	170 x 245 (Bastard Half)	270 x 385 (Page size)	270 x 60 (Ad size)
					280 x 395 (Inc 5 mm bleed)	280 x 65 (Inc 5 mm Bleed on sides and bottom)	
					250 x 365 (Live area)		

AD FORMAT

Visuals must always be delivered in a **CMYK** colour format.

All imagery / artwork must be at least **300dpi**. If artwork features a lot of linework, it's recommended that you increase the dpi to **600dpi**.

Please outline any fonts prior to exporting.

PROVIDING ART

For files 12MB and under, please email to ads@warpmagazine.com.au

For larger files, please upload to a distribution server and provide a link for download.

Please direct any questions to
ads@warpmagazine.com.au

USE OF BLACK

For best results use plain black, or 100% black ink (0C, 0M, 0Y, 100K) in your processes.

Here are some hints to get the best result when producing your advertisement for Warp Magazine.

Smaller advertisements (Quarter Page, Half page etc) will be displayed exactly as you submit them (if they are submitted as per our specifications). When booking a full page, front page banner or any section sponsorships however, you will need to produce artwork that can be affected by the trim process in producing the magazine.

There are three measurements you should be aware of on the page:

AD SIZE

This is the actual trimmed size of the advertisement.

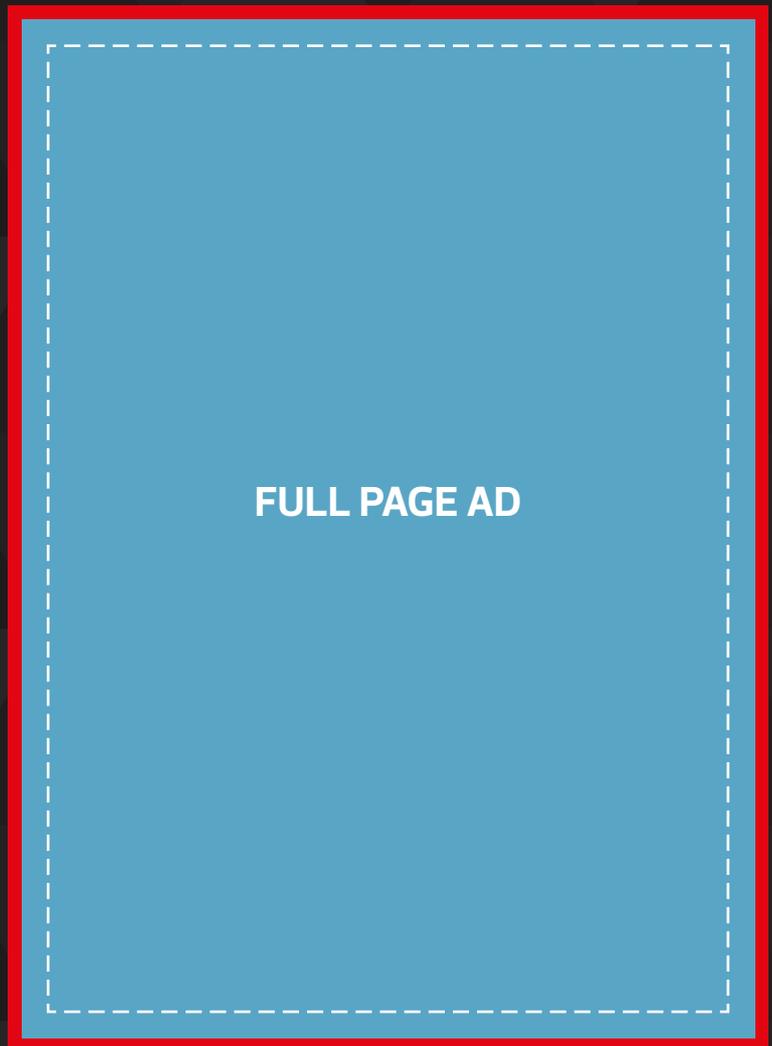
BLEED

This is the advertisement size PLUS a buffer on each side that is subject to the magazine being trimmed of 5mm. This allows for slight variations in the trim process so if the magazine is cut slightly crooked (we're talking millimetres), the background of your advertisement is printed correctly.

LIVE AREA

This is an area which we suggest you place any important information within (details, logos, tour presenters etc). Your risk of having any information trimmed off which makes your advertisement unsightly is minimised if you follow this suggestion.

DEALING WITH BLEED



TRIMMED AD SIZE



BLEED



LIVE AREA

