



*Last edited 5 July 2018*

## **Print Advertising Specifications**

<b>Double page</b>	<b>Full page</b>	<b>Half page</b>
Type: 400 (w) x 262mm (h) Trim: 420(w) x 297mm(h) Bleed: Add_5mm	Type: 174 (w) x 262mm (h) Trim: 210 (w) x 297mm (h) Bleed: Add_5mm	Type: 205mm (w) x 143.5mm (h) Trim: 210mm (w) x 148.5mm (h) Bleed: Add 5mm

### **ACCEPTED FILE FORMATS**

We accept CMYK PDFs only. To reduce the likelihood of errors, it is recommended you first generate a postscript file with your application software, then using Acrobat Distiller, create a pdf from this postscript file. Native application files (Indesign, Illustrator, Freehand, Xpress, Word) will not be accepted.

### **PROOFING**

To ensure correct colour reproduction and definition, it is recommended you supply a CMYK 3DAPv2 – approved digital proof, at 100% size with colour bars, calibration marks and crop marks. For more information about 3DAP proof suppliers and generating PDFs go to [www.3dap.com.au](http://www.3dap.com.au)

### **CMYK SEPARATION SETTINGS**

Ink colours: SWOP (Coated), Dot gain: 20%, Separation type: GCR,  
Black generation: Light, Black ink limit: 310%, UCA Amount:0.

### **SENDING FILES**

We prefer that you to deliver files as a PDF by email.

### **SHIPPING & CORRESPONDENCE**

Attention: Advertising, Refraction Media Pty Ltd level 3, 100 Harris Street  
Pyrmont 2008 Phone: +61 2 9188 5459 Email:  
[info@refractionmedia.com.au](mailto:info@refractionmedia.com.au)



## Digital Advertising Specifications

- Size – maximum size 40kb jpg/gif
- Leaderboard: 728 x 90 pix
- Medium Rectangle: 300 x 250 pix
- Banner requirements
  - Images must have a border or a dark, contrasting background
  - Audio must be user-initiated with a click.
  - Mute button must be included
  - Back up static image required
  - URL
  - Please use continuous loop for animated gifs

Other guidelines:

### GENERAL

- Refraction Media reserves the right to remove any advertisement deemed inappropriate and/or that doesn't adhere to quality and content guidelines
- URL provided to be a "http" and not "https".

### QUALITY

- All creative is subject to the full discretion of the Ad Operations team to ensure that the quality of an advertisement is reasonable and in line with the site's branding.
- Advertisement must not be pixelated, poor quality or difficult to read.

### MESSAGING

- Messaging on an advertisement is not to be excessive and contain absolutely no vulgar language and/or material that may be offensive or distressing to the our audience
- Banners not to have in excess of 90 characters on a single frame of the banner.
- Creatives should not blink or change frames more than 3 times in 1 second to reduce risk of agitating users especially those susceptible to seizures.

## **THE TERMS THAT APPLY WHEN YOU ADVERTISE**

### **1. WHEN DO THESE TERMS APPLY?**

1.1 These terms will apply to you every time you request publication of advertising or services in any Publications owned by Refraction Media Pty Ltd (ABN 62 163 349 504), now referred to as “Refraction”.

1.2 “Publications” refers to any media published by Refraction.

1.3 These terms do not apply to services where Refraction acts as a third party reseller. If you request advertising or services where Refraction acts as a third party reseller, by accepting Refraction’s Booking Order Approval, you accept the terms and conditions of that third party.

### **2. HOW DO I PLACE ADVERTISING**

2.1 You can request advertising or services in any Publications owned by Refraction at any time directly with Refraction or agents approved by Refraction.

2.2 Refraction will, if it accepts your request, send you a Booking Order Approval which will contain the specific terms that will apply to the publication of your advertising to which you must reply with your acceptance.

2.3 Booking a Print advertisement does not guarantee inclusion in any of Refraction’s digital editions unless specified.

### **3. WHAT RIGHTS DOES REFRACTION HAVE?**

3.1 Refraction can reject advertising at any time for any reason. Refraction can withdraw advertising or withdraw publications from the public at any time and for any reason. Refraction is not liable to you if it does reject your advertising, withdraw your advertising or withdraw a publication that contains your advertising.

3.2 Advertising material must be supplied as per agreed deadline at time of booking. All advertising material is subject to editorial approval to ensure the material complies with “body Image” and sexualisation guidelines. This deadline allows advertisers time to amend the material if it does not comply with industry standards.

3.3 Refraction will try to place your advertising in the position that you request, but it cannot always do so. Refraction is not liable to you if your advertising does not appear in the place that you request.

3.4 If your advertising is editorial in style, Refraction can add the word “advertising” above or below the advertising.

3.5 Refraction takes all reasonable endeavours to include advertisements in its digital editions, but cannot guarantee that these will always be included. Refraction reserves the right to omit any advertisements from its digital editions if deemed necessary.

### **4. SPECIFICATIONS AND DEADLINES**

4.1 You must deliver the materials required to produce your advertising (“Materials”) to Refraction by the date Refraction specifies. If you do not, Refraction may not be able to publish your advertising and Refraction is not liable to you for this. You will still be liable for the price quoted in the Booking Order Approval.

4.2 The Material must be in the form that Refraction requires for the Publication in which the advertising is to be published. If you do not deliver the Material in the required form, Refraction is under no obligation to publish it.

4.3 You may request for the return of your material from Refraction prior to the publication material deadline. You must pay the expenses incurred by Refraction along with your Fee.

4.4 Refraction can change the on sale date of Publications at any time without notice.

4.5 Refraction:

- a) acknowledges that you own the Materials;
- b) obtains no rights in the Materials other than the right to use strictly for the purpose of performing its obligations;
- c) must not disclose the Materials to any third party other than as part of the publication or as permitted by the agreement; and
- d) must destroy the Materials after publication.

## **5. PAYING FOR ADVERTISING**

5.1 The Booking Confirmation will contain the amount you have to pay for the advertising (Fee). The Fee does not include GST. Refraction will provide you with an invoice stating the Fee and the GST payable.

5.2 You must pay the Fee within the terms set by Refraction. You cannot alter the Fee, unless the advertising was not placed or published in the manner you approved it prior to print.

5.3 If you dispute the Fee, this claim must be made within 30 days of the invoice date to Refraction otherwise you must pay the Fee and GST payable as invoiced.

## **6. AGENCY REBATE**

6.1 If you are an advertising agent, Refraction may agree that you will get a rebate on the Fee, but the rebate will only apply if you pay the Fee (less the rebate, plus the GST payable) before the invoice due date. If you don't pay the Fee (less the rebate) by that date, you cannot claim the rebate – you must pay the Fee and the GST payable.

## **7. HOW CAN I CANCEL ADVERTISING**

7.1 With the exception of advertising in Refraction's online publications, if you cancel advertising up to 10 weeks before the scheduled date of publication of the magazine (Cancellation Deadline), you will not have to pay the Fee.

7.2 You cannot cancel an advertising request to any of Refraction's online publications. You may request to run your advertising within 12 months of the original scheduled advertising request if agreed by Refraction.

7.3 If you cancel after the Cancellation Deadline, you have to pay the Fee. This applies even if you booked the advertising after the Cancellation Deadline.

## **8. WARRANTIES FROM YOU**

8.1 You warrant to Refraction that your advertising or services:

- a) is true and accurate in all respects;
- b) does not infringe any rights of any person (such as copyright and trademark rights);
- c) does not use the name and image of any person without their consent;
- d) is not obscene, indecent or defamatory; and
- e) does not contravene any federal, state or territory statute, regulation or other law including the Competition and Consumer Act (CTH).

8.2 You indemnify Refraction for all costs (including legal costs on a solicitor client basis), expenses, claims, demands, damages and losses of any kind arising from or attributable to the publication of the advertising.

8.3 To the extent permitted by law, all conditions and warranties implied by law or otherwise not

expressly set out in these terms and conditions are excluded.

## **9. LIMITATION OF LIABILITY**

9.1 To the extent permitted by law, under these terms or otherwise in connection with your advertising, and the publication of that advertising by Refraction:

- a) Refraction excludes liability for all indirect, consequential or special losses or damages including loss or profits howsoever arising; and
- b) The total liability of Refraction howsoever arising is limited to the supply of the relevant advertising again or the payment of the cost of having those services supplied again, whichever Refraction determines in its absolute discretion.

9.2 Refraction will not be liable to you or any other person for any loss of whatever kind suffered as a result of an advertisement not being available for publication or not being published where such event arises from any cause beyond Refraction's reasonable control.

## **10. LIABILITY OF AGENTS**

10.1 If you carry on business as an advertising, agent you acknowledge that you contract with

Refraction in your own right. You are principally liable under any contract entered into with Refraction.

## **11. GENERAL**

11.1 These terms are governed by the laws in force in New South Wales, Australia.

11.2 Neither party may assign or otherwise transfer any of its rights or obligations under these terms to any other person without the other party's written consent.

11.3 If Refraction fails to enforce, or delays in enforcing, any of these terms, this will not operate as a waiver and will not affect Refraction's right to later require strict compliance with these terms.

11.4 The terms of the Booking Confirmation and this agreement record the entire agreement between you and Refraction relating to the matters dealt with in this agreement and supersede all previous arrangements, understandings or representations, whether written, oral or both, relating to these matters.

11.5 The information in this Proposal and all matters connected with and relating to the Proposal are to be treated as Confidential Information. The Recipient/Client agrees to maintain the confidence of the Confidential Information; prevent the unauthorised use or dissemination of the Confidential Information; and return to Refraction or, if necessary, erase all Confidential Information immediately on being asked by Refraction to do so.

## **13. FOR ONLINE ADVERTISING ONLY**

13.1 Refraction makes no guarantees with your advertising, the usage statistics, user clicks or level of impressions for Refraction's online publications.

13.2 You accept that the statistics provided by Refraction are the official, definitive measurements of Refraction's online publications.

## **15. FOR ADVERTORIALS PRODUCED BY REFRACTION MEDIA**

15.1 Refraction will work directly with material contact as specified on the booking confirmation, unless otherwise advised, to produce an advertorial to run as per the booking confirmation.

15.2 Refraction will confirm the agreed topic and reference prior to commencing production. The advertiser will have two opportunities for review or request changes. Additional changes will be quoted.