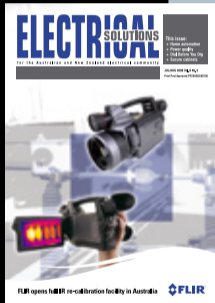


Front Cover Requirements

Covers are NOT advertisements!

The most successful covers have been those that focus reader attention on a product linked to a corporate identity.

Integrity is maintained by avoiding the treatment of the cover as an advertisement.



Shown: example of a cover that meets the criteria.

Westwick-Farrow Media has developed these requirements to help you achieve maximum results from your investment in a cover.

To maintain market credibility and a quality, product oriented feel to all *Westwick-Farrow* magazines it is important that these requirements are followed as you prepare the subject, design and content for your Cover.

Free Design Service...

Westwick-Farrow Media offers a free service by professional designers for our covers. A high resolution digital image file, a logo and a few words of copy are all we require. A colour digital (pdf) proof will be sent to you for approval.

- If you are having an agency or in-house person design the cover, they must adhere to the requirements. It is important that they also read this information.
- Please send a proof/mock-up of your design before spending too much time or money. Early receipt of material lessens the possibility of rejection.
- If you are unsure as to the suitability of material please contact our Production Manager or your Account Executive.

Requirements

- Our magazines focus on *new products* relevant to the industry. Covers and cover stories, which highlight an interesting new product that has not featured in the magazine previously, have consistently been found to enhance the professional credibility of the company and generate the *most reader enquiries*.
- The cover *cannot* be a repeat of an advertisement or cover we have previously run. A product illustration *must* be part of the over-all design.
- A short line of text, up to a maximum of 12 words, can be used. Maximum font size can be 22 pt, but this will be reduced if the full 12 words are used.
- A company logo can be used.
- To allow for the masthead and feature listings, all logos and text should be on the *bottom third* of the page. Consideration for the masthead and listing possibly obscuring an important part of the product should be given. These items are added by our designers, and requests for sympathetic colours to be used will be given consideration.

Cover Material Accepted:

Digitally supplied material:

IBM Formatted (preferred):Hardware: CD, DVD

Software: Acrobat 8, Adobe Pagemaker 7, Adobe Photoshop CS3, Adobe Illustrator CS3, InDesign CS3

MAC Formatted: Hardware: CD, DVD

Software: Adobe Photoshop CS3, Adobe Illustrator CS3, InDesign CS3

All digital material must be CMYK, 300 dpi or higher & accompanied by all linked files, postscript fonts and a proof.

Cover Material Not Accepted:

Film, Microsoft Publisher, Freehand, CorelDraw Word or Powerpoint files, True Type fonts or low resolution images.

Material Size	Width - mm	Depth - mm
Full Page Trim	210	297
Full Page Bleed	220	307
Full Page (image area)	200	287

Cover Story Requirements

COVER STORY

The heat is on with thermal imaging

FLIR Systems Australia has recently opened a new service laboratory in Norring Hill, a suburb in the south-east of Melbourne. This new service facility provides owners of FLIR infrared cameras, such as the flagship 1900i instrument on the cover, with the convenience of having their thermal cameras recalibrated locally rather than sending them off overseas for lengthy periods of time.

The instruments can be recalibrated up to a temperature of 1500°C at the fully accredited facility within FLIR Systems' Australian head office.

The laboratory is equipped to handle all FLIR thermal imaging cameras as well as cam-

eras that

• Agema,

• Inframetrix,

• C&D and

• Indigo.

To ensure optimal performance and accuracy, all thermal imaging cameras should be checked annually and recalibrated, thereby ensuring the results from them are dependable and to comply with quality assurance certification.

Maintaining the camera's calibration accuracy ensures the camera's electronics convert measured radiance values to the correct temperature, which involves a process that uses the known emissivity of the target object to benchmark the temperature readings.

Service, repair and recalibration

The Norring Hill laboratory is fully equipped to handle 'blackbody' measurements at known temperatures, as well as radiance measurements and specific distances from the target. The laboratory also provides a service to keep the camera within the manufacturer's published specification, a service that up until now was only available by shipping cameras overseas.

Roger Christians, Managing Director of FLIR Systems Australia, comments on the value of this service to owners of thermal imagers: "Cameras can now be fully serviced, repaired and recalibrated here in Australia. This not only represents a significant cost saving for our clients in reduced freight and handling, but also minimises the period of time the cameras are out of operation. Identifying opportunities for owners of thermal imaging cameras, many of whom provide thermal imaging as a service, helps to maximise the disruption to their business, while ensuring they can continue to provide an accurate and reliable service, with their instruments regularly calibrated."

The service Manager at the laboratory, Malcolm McInnes, has 12 years of experience with FLIR infrared cameras and all aspects of the maintenance, repairs and service of the cameras. Factory trained by FLIR Systems in Sweden, Belgium, England and France, Malcolm is assisted by infrared electronics technician Michael Clark.

Thermography and imaging

FLIR Systems is a leading designer and manufacturer of thermal imaging and multi-band camera systems for a wide variety of thermography and imaging applications including condition monitoring, research and development, manufacturing process control, airborne observation and broadcast, search and rescue, drug interdiction, surveillance and reconnaissance, firefighter safety, border and maritime patrol, environmental monitoring and ground-based security.

FLIR Systems Australia Pty Ltd
www.flir.com.au

An important element of the cover is the Cover Story, which is the first article appearing after the cover.

The client is responsible for providing a story. The story can contain 550-650 words, should be product oriented and relevant to the cover image. It must not be a corporate profile, be in the form of an interview nor contain quotes. News and personal details are also inappropriate.

The most successful stories are about a new product or closely related range of products - outlining the item's features, benefits and applications.

As editorial, the story is subject to amendment or alteration to comply with these requirements and magazine style. However, we are here to help you make the most of your cover investment. We are happy to collaborate with you on your cover story or to help with further explanation of our requirements. Early submissions of a first draft of your article will give us both the time to ensure the success of your cover investment.

Material can be accepted in Word format, and should be emailed to the Editor at: es@westwick-farrow.com.au

If you are unsure of anything, please give us a call.

Enquiries: contact the Production Manager or Editor on +61 (2) 9487 2700.

