

# Tropic

Ad Specs 2022

# Guidelines

---

Tropic is proud of the reputation it has built for high design standards, visual quality and credibility, and many advertisers choose to align their brand with our publication for these reasons. We know what works and what our audience responds to - our advertising and creative team are ready to help with ideas, direction and design. If you are supplying your ad artwork, please consider the following guidelines:

## **Readers are more likely to engage with ads that have**

- Clean and beautiful layout that doesn't overwhelm
- High quality imagery
- A single key message that is quickly conveyed
- An explicit call to action

## **What doesn't meet our guidelines**

- Ads with complex messaging (we have branded content options for this)
- Text dominant designs\*
- Ads designed to look like editorial
- Text with low contrast or text that's too small
- Images, logos or graphics that are low resolution

We recommend advertisers submit their artwork prior to deadline so that our design team can check against guidelines and work with your creatives to resolve any issues.

All ads that have been supplied are considered to have final publish approval.

It is the obligation of the advertiser to ensure their advertisement complies with regulations such as Australian Consumer Law, copyright and intellectual property.

The advertiser indemnifies Tropic from any claim, action, demand, loss, fine or payment arising out of any breach.

\* You may be asked to amend ads that have text (includes headings, body text, call to action, contact details, etc.) covering more than:

- One third of a full-page ad
- One third of a half-page ad
- One half of a quarter-page ad

# Print ads

**Art Work SPACES**

## Redefining office culture

FLEXIBLE OFFICES | PREMIUM COWORKING | VIRTUAL OFFICES

Move your business today  
36 Abbott St, Cairns | artworkspaces.com.au

### Tropical shade

**ARCHITECTURE**

Architect and urban designer Gisela Jung explains how our tropical life is tied to our environment, homes and public spaces.

Life in the tropics has always been seen as 'living in paradise'. It's warm and sunny, everything grows fast, the landscape is lush and the ocean inviting. This is not quite the reality for us living here; warm weather turns into intense heat, sunny days into storms and the wet season brings days of rain. We move from our air-conditioned houses in the suburbs to air-conditioned cars, to air-conditioned offices in the city. Time spent in outdoor cafes or along our beautiful waterfront is reduced.

But life does not need to be that predictable. Well-designed public spaces, as well as the traditional Queenslanders and some modern homes demonstrate that air-conditioning can be reduced to a minimum, if not eliminated entirely. Correct orientation to capture breezes, large overhangs, ceiling fans to assist airflow, large openings that seamlessly connect buildings with landscape, and flexible spaces to allow for a different use of space depending on weather and light – these are just a few things architects have always advocated for. Living and working in Far North Queensland, we are closer to Papua New Guinea than Brisbane. Local architects understand our challenges are tied to our environment, as well as the value of purposefully designed homes and buildings that reflect our climate and community.

“No other time has shown just how important it is to allow for change”

After many months of living under COVID-19 we've learnt how fast our perception of the norm can change. When our dining table became our work desk, and our lounge room the classroom, it highlighted the need for homes that suit our humid climate. And as we return to long-vacant restaurants and offices, we are reflecting on how these spaces can best serve our community. As my long-time collaborator Carlo Amerio from CA Architects says, "we are here to push boundaries and question the norm to find the new normal." We are listeners, communicators and inventors of ideas that change the way we do things – our homes, public spaces and cities. Our projects push boundaries and development informs our next design. We are continuously and consciously creating, rethinking and reimagining an improved world.

*Gisela Jung*  
Associate Director at CA Architects, Adjunct Associate Professor at James Cook University, Tropical Urbanism & Design Lab (TUDLab) Founding Member and Chair of AIA FNQ.

MORE: [architecture.com.au](http://architecture.com.au)

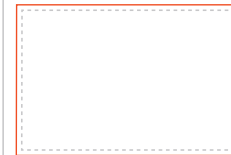
#### Quarter page ad

186 x 67.5mm  
10mm no live text  
no bleed



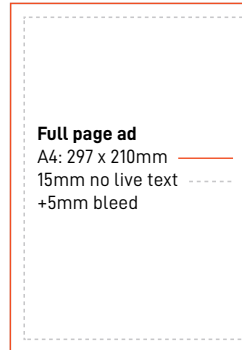
#### Half page ad

186 x 135mm  
10mm no live text  
no bleed



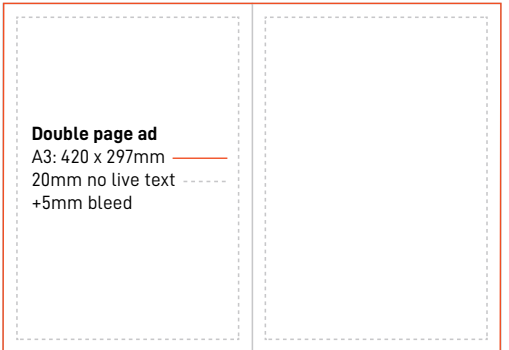
#### Full page ad

A4: 297 x 210mm  
15mm no live text  
+5mm bleed



#### Double page ad

A3: 420 x 297mm  
20mm no live text  
+5mm bleed



File type: PDF | Fonts outlined | Images at least 300dpi | All images CMYK

**DON'T** include crop or print registration marks

#### IMPORTANT:

Artwork with spot colours not accepted

Images placed within advertisement must be CMYK and 300dpi at 100%

All artwork to be supplied at 100% scale as press ready PDF

Artwork supplied in Corel Draw, Word, Publisher, Powerpoint or Pagemaker not accepted

Supply artwork files to [design@tropicgroup.com.au](mailto:design@tropicgroup.com.au)

## Article

TropicNow

NEWSINNOVATIONTHINGS TO DOEAT & DRINKMAGAZINE

Q☰

Billboard

**Free lease in Cairns CBD on offer to start-up businesses and creatives**

11 FEB 2024, 10:52

Every portion of the city will now be filled with local start-ups and creative sectors. Thanks to an excellent new

**Cairns boy dies in alleged stolen vehicle crash, five teens injured**

10 FEB 2024, 10:50

A 16-year-old boy has died following a single-vehicle crash on Mannum's Pionee Dr. Five teens, including a 14-

**\$200 million to attract airlines and extra flights to Queensland**

11 FEB 2024, 10:52

The Queensland Government has announced it will spend a \$200-million commitment from four international airports to bring more flights to the southern state.

**Cairns Indigenous Art Fair to return to physical festival in world-class venue**

11 FEB 2024, 10:50

The region's premier celebration of Aboriginal and Torres Strait Islander arts and culture is returning to Cairns' old time for a vibrant one-week hub.

**MREC**

**Hoons, illegal campers fined after Lake Tinaroo safety blitz**

10 FEB 2024, 10:52

People captured on camera car rolling, riding to top and along descent are among dozens to be fined by the Queensland Police & Wildlife Service.

**Tropic Weekend: The best events and things to do in Cairns**

10 FEB 2024, 10:50

Whether you're up for the music, comedy, cinema, or some seriously good food events, there's something for everyone this weekend.

**Cairns agile waltaby seeks grant to fund second relocation**

11 FEB 2024, 10:50

The grant allows the volunteers to engage to relocate another 500 wallabies trapped in Cairns' Woody Swamp, continuing Australia's longest managed relocations.

**'Iconic' croc captured in Cooktown missing body parts after territorial fights**

10 FEB 2024, 10:52

A huge alligator crocodile has been seized in Cooktown, north of Cairns, after reportedly smashing two dogs and mauling aggressively towards people.

**Karanda distillery backs up international award with new gin release**

10 FEB 2024, 10:50



With the world's eye watching, Dried on the Shilly North and Karanda-based is gearing up for the launch of their second craft gin.


**Continuation of funding sought for program combating destructive invasive ants**


10 FEB 2024, 10:50

Yellow Crazy Ants are among the world's top ten invasive species and the War Wombat Management Authority has been successfully eradicating them.

Billboard







**First sod turned on agricultural distribution hub at Cairns Airport**

18 FEB 2022, 14:45

Construction has begun on The Cairns Regional Trade Distribution Centre, almost two years after initially scheduled.

[➤ MORE](#)






**Tropic's list of dog-friendly cafes around Cairns and the Far North**

18 FEB 2022, 12:45

Who's pooch loves a puppuccino? Here's our guide to pet-friendly cafes and restaurants across Cairns, the Northern Beaches, Palm Cove and Port Douglas.


[➤ MORE](#)



**Cairns breakfast radio icon hands the reins to stuntwoman, marriage celebrant**

17 FEB 2022, 11:15

Triple M Cairns' Elliott Lovejoy will sign off in early March, handing over the mic to well-known stuntwoman and marriage celebrant Tammy Barker.



# Propertypoint

[NEWS](#)
[INNOVATION](#)
[THINGS TO DO](#)
[EAT & DRINK](#)
[MAGAZINE](#)

[Q](#)
[+](#)

## Billboard

[INFRASTRUCTURE](#)
[CONSTRUCTION](#)
[TOWN PLANNING](#)

### Owner-occupiers become new focus of planned 'gateway Cairns CBD tower

14 FEB 2022, 10:12

[RENE CLUITER EDITOR](#)
[Contact](#)

#### Half page

#### MREC

**Chapters in market conditions**  
During the COVID-19 pandemic, have prompted a Cairns developer to alter plans for an apartment development to focus on owner-occupiers.

**Acta on the Park** *weekend* *Marrumbidgee* *Month* *Tasmania* *from the corner of* *thousands* *from and* *March* *thousands* *and* *first* *reviewed* *council* *approval* *for* *your* *age* *is* *a* *country* *home*

**The original plan** included 77 apartments, a roofing industry plot and three ground-floor restaurants for restaurants, cafes, shops or office spaces.

#### Main points

- The design of Acta on the Park has been amended to suit owner-occupiers
- Developers made the change to conducting market research
- The alterations are in an application currently before Cairns Regional Council

### In article

**Waterfront** *has* *long* *submitted* *a* *major* *change* *application* *to* *include* *larger* *apartments* *for* *lower* *of* *them*.

The tower's height has also been increased to allow for a extra storey.

According to the application, the developers recently conducted market analysis after receiving an approval extension for the project until next year.


Q
☰

# Billboard

COMMUNITY
BUSINESS

## Opportunities on offer in Cairns CBD to start-up businesses and creatives



14 FEB 2020, 11:30  
**HANNAH BOWLER**  
 JOURNALIST

Contact




### Main points

- Start-ups and creative projects can apply to borrow vacant CBD spaces in Cairns
- The initiative is a partnership between Renew Australia, Cairns Regional Council and local landlords
- It's proven a success in other regional and capital cities across Australia

Empty pockets of the city will soon be used for local start-ups and creative projects, thanks to an exciting new initiative taking shape in Cairns.

Renew Australia has partnered with Cairns Regional Council, as well as landlords, to offer up vacant business spaces to budding entrepreneurs.

Prime CBD spaces will be up for grabs on a rolling 30-day licence, with tenants only required to pay for utilities.

The program has proven successful across Australia, including in regional NSW cities Wagga and Newcastle, as well as Adelaide and Melbourne.

### In article

**CS**

**We are looking forward to similar successes for Cairns creative enterprises**

**PHIL CURRIE**  
 BENTLEY GROUP PROJECT MANAGER

"The use of the space is managed by Renew Australia, with insurance provided, and is offered to enterprises that complement, not compete with existing businesses in the area.

"Landlords or agents can continue to market their property when it is occupied, with the 30-day rolling licence agreement maximising flexibility."

In Melbourne's Fitzroy Street, the non-for-profit organisation has helped open [small new creative businesses](#).



Cairlings Park in Melbourne's Fitzroy Street. Photo: Michael Newman / Getty Images  
 Schultz



# Digital ads

<b>Billboard</b>	970 x 250px desktop 320 x 100px mobile
<b>Half page</b>	300 x 600px desktop 600 x 500px mobile
<b>In article</b>	646 x 200px desktop 600 x 500px mobile
<b>MREC</b>	600 x 500px

File types: gif (animated), jpg, png | RGB colour mode only

**IMPORTANT:**

Include a URL with any relevant UTM parameters

Supply artwork files to [design@tropicgroup.com.au](mailto:design@tropicgroup.com.au)

Home page + article



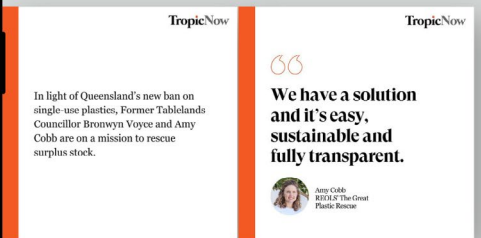
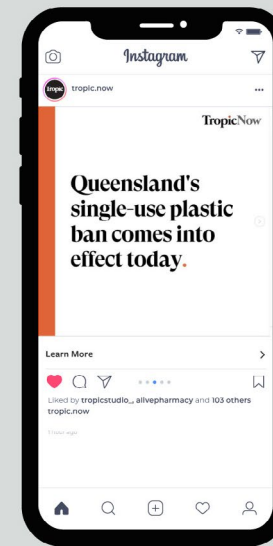
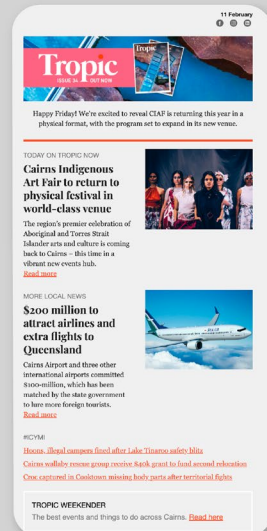
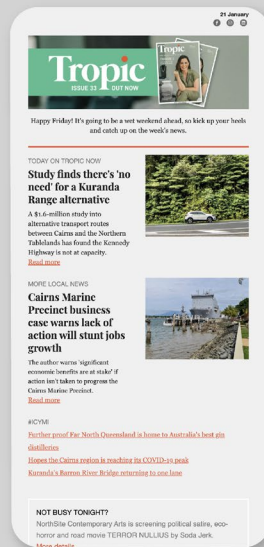
# Digital buyout

Header	970 x 250px desktop 320 x 100px mobile
CTA zone	200 x 800px
Base image	1920 x 2000px

<b>Base image</b> CTA zone: ..... File type: jpg RGB colour mode only	<b>Header</b> File type: png (transparent background) RGB colour mode only
<b>DO</b> Include all Call To Action elements in the 200 x 800px vertical side panels	<b>DO</b> Use transparent background and consider readability when placed over base image
<b>DON'T</b> Use crop or print registration marks	<b>DON'T</b> Use crop or print registration marks

Include a URL with any relevant UTM parameters  
Supply artwork files to [design@tropicgroup.com.au](mailto:design@tropicgroup.com.au)





# Tropic

Leah Horstmann  
0424 609 748  
[leah@tropicgroup.com.au](mailto:leah@tropicgroup.com.au)  
[tropicnow.com.au](http://tropicnow.com.au)