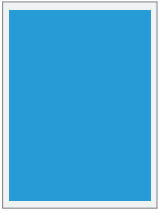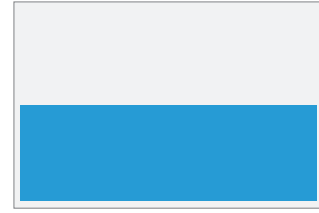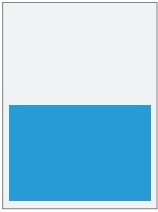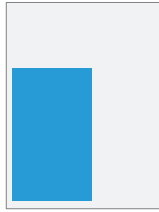# AD SIZES

Full page
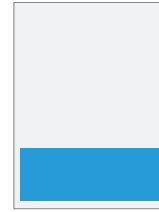H 360mm x W 268mm

DPS
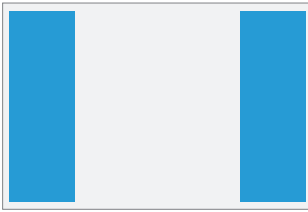H 360mm x W 560mm

½ page DPS
H 180mm x W 560mm

½ page horizontal
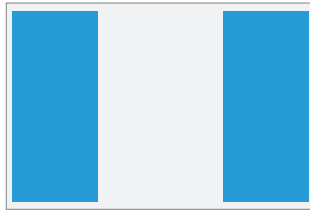H 180mm x W 268mm

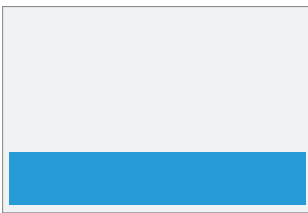**25x4**
H 250mm x W 150mm

10 x 7
H 100mm x W 268mm

Bookends 36 x 3 x 2
H 360mm x W 124mm

Bookends 36 x 4 x 2
H 360mm x W 162mm

Fireplace 25x4 (+12mm) x 2
H 250mm x W 162mm

10 x 14
H 100mm x W 560mm
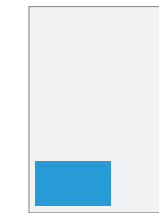
Coffee Break solus (Mon - Fri)
H 85mm x W 143mm
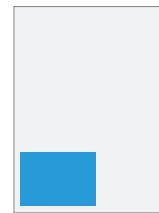
Coffee Break solus (Sat)
H 102mm x W 143mm

Display Column Sizes
Copy deadline: 5pm, Friday prior to publication

1	2	3	4	5	6	7
35mm	73mm	112mm	150mm	190mm	227mm	268mm

Classified Column Sizes
Copy deadline: 4pm, Friday prior to publication

1	2	3	4	5	6	7	8
31mm	65mm	98mm	132mm	166mm	199mm	232mm	268mm

*Sizes as per flexo printed papers.

FILE SPECIFICATION

- All files transmitted to us should be in Adobe Portable Document Format (PDF)
- Files should be sent to the size of the media box
- Files should be sent in with a transparent background
- Files should be sent in the form of PDF 1.3 via one of the options below, and must be PDF/X-1a compliant
- Colour CMYK. Pantone with appropriate CMYK Mapping is accepted but not recommended
- Fonts - All fonts MUST be embedded, Type I or True Type only
- Neither custom transfer functions nor custom halftones are accepted
- Image Resolution
- Newsprint 200dpi

FILE PREPARATION

- PDF Files should have no border
- Ink weight should not exceed 240%
- Reverse out white or coloured text should be no smaller than 10pt bold and should not be compressed.
- Reverse out text should not be more than two colours
- Any component that contains 100% Black "only" is automatically set to overprint within the dmg media workflow. It is recommended that a 2% cyan, magenta and yellow tint is added to the black component to eliminate any colour bias.
- Fine Serif Type faces should not be used
- Body text must be single colour or two colour at most, and no less than 8pt in size and also not compressed
- Line weight must not be less than 1pt

COLOUR IMAGE PARAMETERS

- Total ink weight = 240%
- Dot Gain @ 40% = CMY 27% - K 32%
- Black start at 45%
- Max black 85% (Skeleton Black)
- UCR (No G.C.R).
- Min dot = 3%
- Max dot = 90%
- Colour Profile ANM-FLEXO-NEWSPAPER.icc