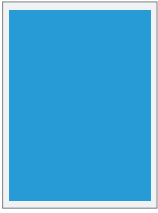


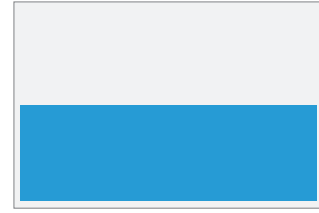
AD SIZES



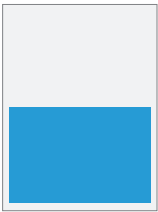
Full page
H 340mm x W 268mm



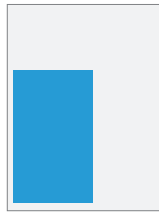
DPS
H 340mm x W 560mm



½ page DPS
H 170mm x W 560mm



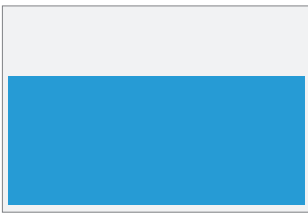
½ page horizontal
H 170mm x W 268mm



25x4
H 250mm x W 151 mm



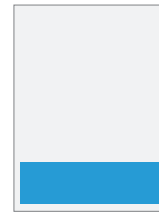
Banner size - 10 x 7
H 100mm x W 268mm



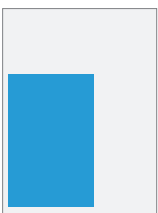
Podium
H 240mm x W 560mm



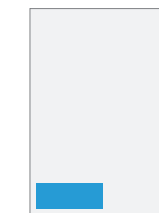
Fireplace 24x4
H 240mm x W 326mm



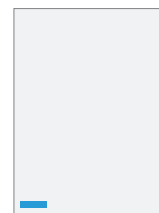
Front page strip - 7 x 7
H 70mm x W 268mm



24 x 4
H 240mm x W 151mm



Earpiece
H 44mm x W 110mm



TV Box
H 10mm x W 48mm

Display Column Sizes

Copy deadline: 5pm, Friday prior to publication

1	2	3	4	5	6	7
35mm	73mm	112mm	151mm	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

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%
- NewspaperAds_1v4 (by GWG)
- PDF/X-1a:2001
- Colour Profile **ISOnewspaper26v4.icc** (IFRA26 Max TAC 240)