

# Advertising Technical Specifications

## NEWSPAPER LAYOUT/DIMENSIONS

Module Height 92mm  
Module Width 63mm  
Modules Per Page 16  
Full Page Size: 380mm High x 262mm Wide

### Module Sizes:

1 W 92mm x 63mm	Half Page Vertical:
2 H 188mm x 63mm	8H 380mm x 129mm
2 W 92mm x 129mm	Half Page Horizontal:
3 H 284mm x 63mm	8W 188mm x 262mm
3 W 92mm x 196mm	9S 284mm x 196mm
Quarter Page:	12H 380mm x 196mm
4 S 188mm x 129mm	12W 284mm x 262mm
4 H 380mm x 63mm	Full Page:
4 W 92mm x 262mm	16W 380mm x 262mm
6 H 284mm x 129mm	Centre Spread:
6 W 188mm x 196mm	32W 380mm x 544 mm

## PRESS READY ARTWORK

Adobe Acrobat PDF files are the accepted format for Press Ready Art and must meet the following requirements:

### Adobe Acrobat PDF:

- Press Optimised version 1.3 (Acrobat 4.0 compatible)
- Fonts must be embedded within the PDF
- No True Type Fonts
- All graphics must be CMYK or GRAYSCALE (not RGB)
- Raster Image resolution must be at least 200 dpi

**Warning** – Acrobat files distilled from Microsoft programs are generally not suitable for press purposes. Colours default to RGB and fonts do not embed into the file.

### IMPORTANT NOTE ON COLOUR:

- Full Process colour advertisements MUST use CMYK colours only.
- Spot colour adverts must use 1 of the process colours (CYAN, MAGENTA, or YELLOW).

## AUSTRALIAN SENIOR PUBLICATIONS ART SERVICES

Advertisers in any Australian Senior Publication's Newspapers can be designed by our inhouse art service.

This service will incur a nominal production charge, as listed in our rate card at the time of print.

### MATERIAL REQUIREMENTS:

Clients can supply the following material types to be used in the design and production of display advertisements.

#### Advertisement Text/Copy:

- Text for your advertisement saved as a Microsoft Word 97 document, Word 6.0/95 document or Text File (\*.txt).
- Finished artwork in a Microsoft Word document is NOT acceptable, however we will endeavour to recreate the ad as per your layout.

### Original Artwork:

- High quality art or photographs to be scanned. (eg. your Logo printed on Flyers, Letterheads, Business cards, etc).

### Digital Raster Images and Photographs:

- TIF, JPG, BMP and PNG files are all accepted.
- Images must be supplied at 200dpi in RGB.
- Image dimensions must be equal to or larger than the final print size.
- Images placed inside Word documents are NOT acceptable.

### Vector Artwork:

- EPS files are preferred. Illustrator files up to version 10 are also acceptable.
- EPS files should be Level 1 Postscript with a TIFF 8-bit colour preview.
- All fonts in vector art must be converted to outlines.

### Macintosh files:

- Save all MAC formatted art with file extensions. (eg: .TIF .JPG .DOC .EPS).
- Use only alpha numeric characters when naming files.

### Fonts:

Due to legal licensing restrictions any artwork produced by Australian Senior Publications will only use fonts that have been licenced to the company. It is illegal for us to use fonts that are licenced to anyone else, even clients. It is because of this we are not always able to use specifically requested typefaces. However we will always endeavour to use fonts as close to requested typefaces as possible.

## MATERIAL DELIVERY INSTRUCTIONS

When sending us either PRESS READY ART or ARTWORK MATERIAL via Quickcut, Email, or Post please include instructions that indicate clearly:

- Which publication your artwork is booked to appear in.
- Booked Ad size & colour (mono, spot or full).
- Name of your business.
- Contact details & return address in case of problems.

### MATERIAL DESTINATION

**Email:** production@thesenior.com.au

**Courier address:** 16A Mildon Rd, Tuggerah NSW 2259

**Postal address:** PO Box 130, Wyong NSW 2259

### QUICKCUT SERVICE

**Publisher code:** Australian Senior Publications AUSP

#### Publication codes:

- AST - Senior Traveller • NSN - NSW Senior
- QSN - Queensland Senior • VSN - Victorian Senior
- WAS - Western Australian Senior
- SAS - South Australian Senior

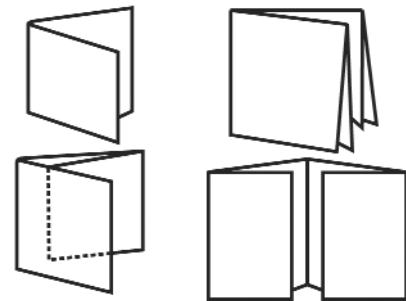
# Commercial Insert Specifications

## Fold Specifications:

There are four types of recommended folds for inserts. These are 4 page, Roll fold, French fold and Gate fold.

In the examples of the Roll fold and Gate fold, the turned back folds are to the inside and within 20mm from the spine

## ACCEPTABLE FOLDS



4 Page Roll Fold

French Fold  
Gate Fold

## UNACCEPTABLE FOLDS

Any insert that the opposing sides open. This style of insert cannot be done.

Concertine Fold  
Map Fold



## Unusual inserts:

Any insert of an unusual nature, including card, envelope or perforated inserts, will require testing before approval to run can be guaranteed. All enquiries should be made in the first instance to Peter Andersen 6923 2000.

A minimum of 100 sample inserts are required for testing purposes.

## Insert Size:

Restrictions apply to physical insert size, not image area.

### Maximum size:

260mm wide by 400mm high

### Minimum size:

120mm wide by 210mm high

## Format Restrictions:

Inserts above 16 pages are to run unfolded unless depth is greater than 380mm.

Maximum insert size is 32 pages unless special arrangements are made with publishers.

## Deadlines:

To confirm bookings, a signed authority must be received prior to publication.

Catalogues must be received 2 days prior to publication at The Regional Press Centre, 48 Trail Street, Wagga Wagga, 2650.

Following this deadline, insertion of catalogues cannot be guaranteed.

Catalogues should not be forwarded any earlier than 2 weeks prior to publication.

## Pallet Specifications:

Pallets when delivered, will be stored in a racking shelf. These racks have limitations in respect of pallet size and weight.

Inserts not adhering to these specifications cannot be stored and will be returned.

- All inserts must be loaded on CHEP standard pallets. Pallets with damaged, missing timber or protruding nails cannot be used.
- The total pallet load cannot exceed 1100kgs.

- The total height of the pallet load cannot exceed 1200mm.
- The insert load must not overhang the pallet.

- Loose shrinkwrap should be removed.

## Boxes:

- Place cards, envelopes or small supple-

ments in a box with a divider between the rows. If more than one layer is used - all boxes must be fully packed and should not exceed 16kgs in weight.

- Boxes must be delivered and secured on CHEP pallets as above.

## Packaging Specifications:

- Place protective material (eg. thick cardboard, etc.) on bottom of the pallet base, between every second or third tier depending on height and finally on top of the stack. Reel end covers of sufficient size are ideal for this purpose.

- All tiers must be neat and uniformly stacked. Another pallet the same size as the pallet base should be placed over the top sheet of protective material. This cover must not distort the stack under strapping pressure.

- Each turn (lift) should be 100 -120mm in height regardless of page size.

Protect the spine of the inserts by turning it towards the centre of the pallet.

- Prior to shrink wrapping pallets, ensure corners of the stack are protected against distortion. As our automated lifting vehicles cannot perforate shrink wrapping it is important the shrink wrapping does not cover the pallet forklift entry points.

## Insert Prices:

10,000 - 100,000	\$85 per 1000 (exc GST)
100,000 - 200,000	\$80 per 1000 (exc GST)
200,000 - 350,000	\$75 per 1000 (exc GST)