

DISCOVER PARRAMATTA

DISPLAY ADVERTISING SPECIFICATIONS

SIZING

FULL PAGE BLEED Trim size – 210 mm deep x 100 mm side Essential area – 200 mm x 90 mm

BLEED-ONLY AVAILABLE ON FULL PAGE COVERS & CENTRE PAGES-plus 5mm on all sides

FULL PAGE 190 MM X 86 mm (Non bleed run of guide)

HALF PAGE 95 mm deep x 86 mm wide

THIRD PAGE 62 mm deep x 86 mm wide

SIXTH PAGE 31 mm deep x 86 mm wide

ACCEPTABLE MEDIA

1. Digital files on CD or DVD.
2. Email files under 8mb with mailed proof to follow.*

FILES

The only acceptable file format is PDF as specified below.

PDF SPECIFICATIONS

1. PDF files are to be created in Adobe Acrobat Distiller and must be prepared for high quality heat set web offset printing.
2. Fonts must be embedded into the PDF file or outlined. We do not accept true-type fonts.
3. Register and trim marks must appear on all ads, located 5mm outside the message or trim area and a minimum of 5mm bleed on each edge is required on all FULL PAGE advertisements.
4. All colours are to be process CMYK breakdowns.
5. Ensure white text/elements are set to knockout. Coloured text with a black drop shadow should be set to knockout, otherwise the black drop shadow may overprint the coloured text.
6. All reverse type is to be no less than 10 points or made up of more than two colours. Small type with fine serifs should be avoided. For white-reverse type we recommend 12 points as the minimum size.

MATERIAL DELIVERY INSTRUCTIONS

Express Post, courier or hand deliver or email to:

Discover Parramatta 2011

Parramatta Visitors Information Centre

Parramatta City Council

346A Church St,

Parramatta NSW 2150

Phone: (02) 8839 3329

Fax: (02) 9630 3243

Email discoverparramatta@parracity.nsw.gov.au

Email material file size must not exceed 10mb