

## **CONNEX WEST MARKETING & PUBLISHING PTY LTD**

Contact Graeme Dubé

Ph 02 4739 6017

### **DISPLAY ADVERTISING MECHANICAL SPECIFICATIONS**

#### **PRODUCTION CONTACT**

CHRIS ANDERSON

PH 0419 426 226

EMAIL artwork1@connexwest.com.au

#### **PUBLICATION - DISCOVER GREATER SYDNEY**

##### **SIZING**

###### **FULL PAGE**

Trim size - 297 x 210 w

Essential area - 287 x 210 w

Bleed – plus 5mm on all sides

8 UNIT VERTICAL – 255mm X 90mm Wide

8 UNIT HORIZONTAL – 125mm X 185mm Wide

4 UNIT – 125mm X 90mm Wide

2 UNIT – 60mm X 90mm Wide

1 UNIT – 60mm X 42mm Wide – This size is only available in standard format and prepared by publication from text and image supplied. Text in digital form, images 300ppi at size in CYMK format.

##### **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 on next page.**

(Excluding one unit ads see above)

##### **ARTWORK CHARGES**

We would be pleased to produce your ad for you from text, photographs and logos supplied.

Charges would apply as follows:

8 UNIT VERTICAL \$440.00

8 UNIT HORIZONTAL \$440.00

4 UNIT – \$220.00

2 UNIT – \$120.00

1 UNIT – free - only available in standard format and prepared by publication.

**DISPLAY ADVERTISING MECHANICAL SPECIFICATIONS**  
PUBLICATION - DISCOVER GREATER SYDNEY  
**(CONT.)**

**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. 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.
7. No type is to be smaller than 8 points.
8. When using solid black panels, printing 40-50% cyan under 100% black is recommended.
9. It is recommended that the total ink weight should be 300%. Shadow to be approx. 85K with CMY to fall proportionally behind this.
10. Minimum dot 3%. Shadows maximum 90%.
11. Images should be saved as TIFF, PSD or EPS files, not JPEG, GIF or PICT files. Images should be scanned by high-end trade scanners and supplied as high-resolution 300ppi at 100% scaling and saved in CMYK format. RGB or LAB colour files will be rejected.
12. \*For accurate colour reproduction, all advertising material must be accompanied by a digital-approved proof, created from the supplied file at 100%.

**DISCLAIMER**

1. While internal production processes may verify that material is within specifications, the onus is firmly on the client/agency to supply material within specifications.
2. It is also a requirement of our specifications that the advertising material be delivered on time so quality-checking procedures can take place. Late material is liable to incur additional production charges.
3. Connex West Marketing & Publishing reserves the right to refuse any advertising material that does not meet our specifications.