

CONNEX WEST MARKETING & PUBLISHING PTY LTD

Publishers of **DISCOVER PARRAMATTA** For Parramatta City Council

DISPLAY ADVERTISING SPECIFICATIONS

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PUBLICATION - DISCOVER PARRAMATTA 2008

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

DINING LISTING 20mm deep x 86 mm wide – This size is only available in standard format and prepared by publication from TEXT and LOGO supplied. Text in digital form, logos 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 below. (Excluding DINING ads)

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.

DELIVERY ADDRESS*

Preferred delivery method is by Express Post standard or Platinum.

To: Discover Parramatta
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