

THE DISTRICT

Bulletin

COUNTRY LIVING in Palerang - Bungendore and Queanbeyan

Going out monthly to: Araluen, Bungendore, Braidwood, Burra, Bywong, Captains Flat, Carwoola, Cooma Road, Fernleigh, Greenleigh, Gundaroo, Hoskinstown, Majors Creek, Mongarlowe, Queanbeyan plazas, The Ridgeway, Royalla, Sutton, Tarago, Wamboin and Weetalaba

Advertising Rates AS AT JUNE 2010

Full colour pages * superior paper stock *** circulation 7,300 households**
CASUAL RATES below (discounts starting at 10% for 3, 6 or 12 month packages)

	Size			Price
	Height	x	width	(ex GST)
Small	42mm	x	62mm	\$38
1/16th page	87mm	x	62mm	\$75
1/8th page	87mm	x	128mm	\$140
1/4 page (wide)	87mm	x	260mm	\$260
1/4 page (tall)	178mm	x	128mm	\$260
1/3 page (wide)	116mm	x	260mm	\$360
Half page (wide)	175mm	x	260mm	\$476
Half page (tall)	373mm	x	128mm	\$476
Full page*	380mm	x	260mm	\$950

*INCLUDES FOLIO/PAGE INFORMATION AREA AT BOTTOM

Page size – 38cm x 4 columns*

Artwork should fit the following column widths. Heights other than specified page sizes (left) priced at \$8 per cm x number of columns wide.

Widths

- 1 column = 62mm
- 2 columns = 128mm
- 3 columns = 194mm
- 4 columns* = 260mm

Loadings: * No colour loading!**

Front Page: +50% Back Page: +30% Page 3: +20%

Design / advert production: Minimum \$20 per quarter hour (ex GST) – see p4.

Deadlines

20th of each month for bookings – material/s can follow up to the 30th.

Contact – The District Bulletin

Phone: Maria on 0418 731 691

email: adverts@districtbulletin.com.au

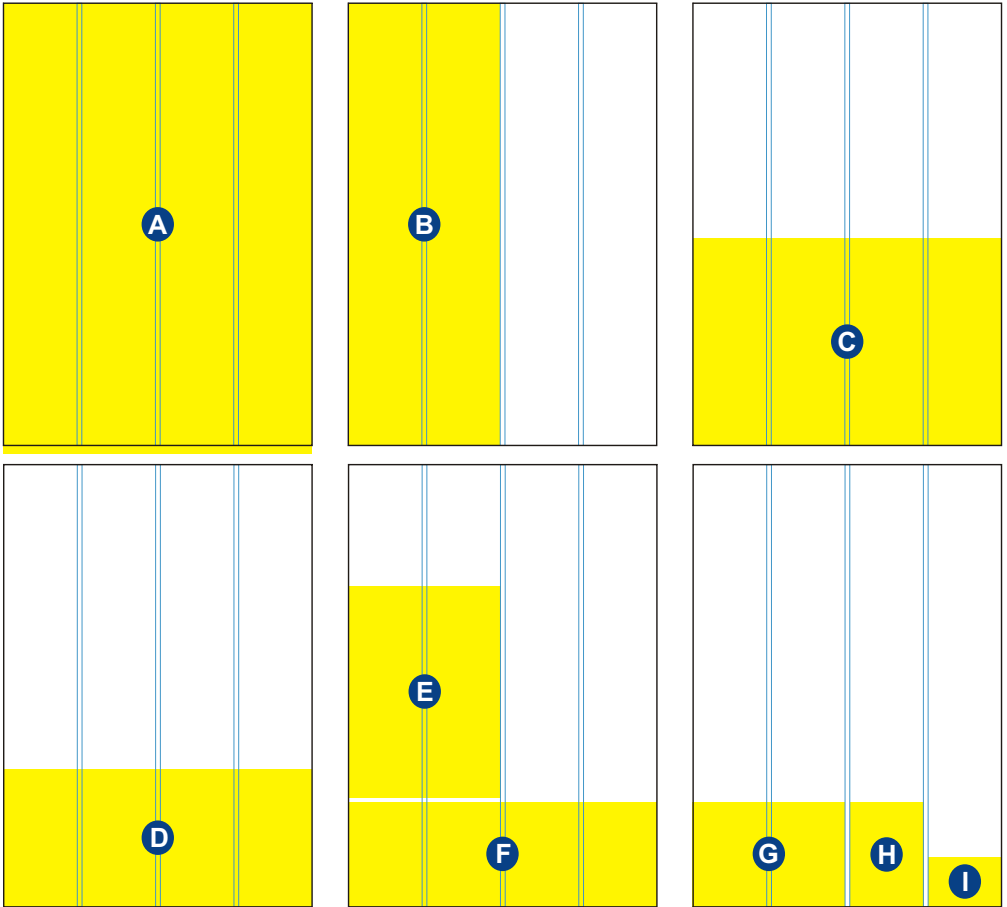
website: www.districtbulletin.com.au

postal: PO Box 302, Bungendore NSW 2621

Advert sizes available

The District Bulletin for Palarang–Bungendore and Queanbeyan communities

All sizes shown as height x column width; please see further information and discounts on accompanying rate schedule.



	Size	Height	x	width	Price (ex GST)
A)	Full page*	380mm	x	260mm (4 columns)	\$950
B)	Half page (tall)	373mm	x	128mm (2 columns)	\$476
C)	Half page (wide)	175mm	x	260mm (4 columns)	\$476
D)	1/3 page (wide)	116 mm	x	260mm (4 columns)	\$360
E)	1/4 page (tall)	178 mm	x	128mm (2 columns)	\$260
F)	1/4 page (wide)	87mm	x	260mm (4 columns)	\$260
G)	1/8th page	87mm	x	128mm (2 columns)	\$140
H)	1/16th page	87mm	x	62mm (1 column)	\$75
I)	Small	42mm	x	62mm (1column)	\$38

* INCLUDES FOLIO/PAGE INFORMATION AREA AT BOTTOM

Producing your ad for newsprint

ADVERTISEMENTS

Supply as PDF file, cmyk, with file/page set-up to your advertisement size.

Do check that you have the right orientation! NO CROP MARKS PLEASE.

NOTE: The current industry standard is PDF/X-1a:2001 – this setting is available from Adobe Acrobat v6 and above.

IMAGE RESOLUTION (at 100% size)

Line art = 300 dpi, or scan at 600 dpi for crisp linework

Grayscale = 170 dpi

Colour = 200 dpi

NOTE: Lower than the above values will result in a pixelated, lower-quality image. Higher than the above values increases file size, processing time and ink density without any additional quality benefits.

COLOUR SET-UP

Line art

Set-up colour palette as 100% black

Grayscale

Set-up colour palette as grayscale

Full Colour

Set-up colour palette as CMYK

Solid Black

100% black

[or 100k + 30 to 50c for a deep black]

NOTE: Colour mode/space/model must be CMYK (NOT RGB). Files supplied as RGB may not be detected and will print discoloured and dull.

Avoid using four colour blacks in vector files.

INK WEIGHT

Advertisers please note: colours used in ads are not to exceed 240% ink weight as this can increase the risk of set-off (mis-registration) and increased drying time with ink smudges more likely.

Total ink weight is described in terms of

the sum of the percentages of the inks used.

Eg 100c 20m 30y 12k
 $= 100+20+30+12 = 162.$

Therefore the ink weight is 162% for that given colour.

For darker colours please adjust the colour breakdown to under 240%.

FONTS

All fonts to be converted to CURVES/PATHS/OUTLINES – **not embedded.**

LINE THICKNESS

Minimum line thickness: 0.5 pt. Anything less (ie hairline) may not hold on the press.

TRAPPING

Don't do anything. All vector elements are auto-trapped in the printer's RIP process, and raster files are not affected.

WHAT TO AVOID

– **important notes on file formats**

Illustrator • Flatten all transparency effects (v9 & v10 only). If you don't, although appearing fine on the screen, there will be problems when it goes to print.

In Design • Fonts are very unstable when embedded within a pdf out of In Design, please convert fonts to curves/paths/outlines.

Photoshop • If you are using Photoshop version 7 or later, please make sure that all artwork is flattened before saving the file for final output.

PDF Writer/Maker • Avoid using these programs as they do not handle fonts or colours properly for commercial printing.

Can't send a PDF? > see p4

Can't send a PDF? No problem!

Simply design or layout your advert elements in a document file ... and email!

Please do, however, **supply all the elements** used to create your layout **as individual attachments to your email**.

These elements may include:

- photographic images (such as jpegs)
- logo files (such as jpeg/tiff/eps, etc)
- unusual fonts, and
- specific clipart.

NOTE: If elements are not supplied as separate files then the printed advertisement may result in a pixelated, lower-quality image.

Only as a last resort... supply elements downloaded from your website as these are produced for screen viewing and are not often suitable for commercial printing.

Please do not supply material that is copyrighted to anyone other than your business.

DESIGN / ARTWORK PRODUCTION COSTS

Most 'small' – 1/4 page sized ads can be produced in the minimum quarter-hour block for \$20 (ex GST), this includes an emailed proof for approval prior to printing.

Advertisements over 1/2 page in size may take longer depending on complexity of design and quality of material supplied.

Quotes for producing press-ready files are available prior to commencement of artwork.

NOTE: Design/artwork production is usually a once-off additional cost to your advertising charge – unless making alterations or updates to existing advertising material.