

ADVERTISING SPECIFICATIONS

When supplying an ad design to be published in the newspaper there are a few guidelines that need to be followed at all times where possible to ensure the best version of your artwork is published. Please take a moment to re-view the following guidelines to keep in mind when creating and supplying your advertisement.

If you are unsure about any of the information below, please contact your sales representative who will be able to check with our pre-press department if we can overcome any issues with our in house service. This will more than likely be the case.

IMAGES - GENERAL MINIMUM REQUIREMENTS:

- Images should be supplied at a minimum resolution on 150 dpi (dots or pixels per inch) at the final used size (that is if the size of the picture in the ad is 100mm x 100mm then the picture should be supplied at 100mm x 100mm and the resolution should be 150dpi.)
- CMYK colours should always be used.
- Type smaller than 10pt should only be made up of a solid colour (no gradients or type effects).

WHAT ARE THE ISSUES?

CMYK Colour vs RGB

If the file provided is made up of RGB colours, we - the publisher will need to convert it to CMYK colour which is required for the printing process.

This conversion will affect the image and will dull the RGB colours considerably and there is no way of fixing this. It is unavoidable. Please keep this in mind when using or supplying files to us for your ad. Please provide and use CMYK colours wherever possible and take note your image may appear duller and the colour less vibrant if an RGB file is provided.

Image Resolution

If an image has a resolution of 72dpi (as most web images do) it is really only good enough quality for viewing on a screen or monitor. A 72dpi image in a commercial print publication can lack detail, sharpness and tonal depth, it also may appear pixelated and not clear. Please make sure if you can, to check the resolution size of the images and be aware that whilst we do accept images under the 150dpi size, we take no responsibility for poor quality images published if they have been provided at 72dpi.

DOCUMENT SIZE:

You will need to check the agreed ad size made upon booking and create the ad design in accordance with this size.

That is. If the ad size is booked as a 10x2 ad (100mm high x 2 columns or 72mm wide) then the ad will need

to be set up and designed at this size with the exception of the height, please take 4mm off the total height of the ad size booked when setting the document up.

So.. if the ad is booked as a 10 x 2 (100mm x 72mm) the ad will need to be set up at 96mm x 72mm

The reason this is done is so when the ads are set up on the page there is a small gap between each ad. If this was not done, the ads would be stacked on top or beside each other with no gap in between and it would appear they were the same ad.

Note: The above applies to all ad sizes EXCEPT a full page - The document size for a full page is 380mm high x 7 columns (262mm) wide.

BLEED:

No additional space or bleed around the perimeter of the ad is required for newspaper advertising in The Border Watch, The South Eastern Times or the Penola Pennant. Please supply the file without bleed.

FILE TYPES:

Please supply the ad to us as a high resolution or 'print ready' PDF.

Other file types such as an eps or jpeg maybe acceptable however these will not always meet the above guidelines and may result in a poor quality ad or having to resupply the ad as PDF.

THE USE OF BLACK:

Please ensure that 100% black is used for all elements of the ad where black is present. Please check the CMYK values of the blacks in your design document and change to 100% black before converting to a high resolution PDF.

Whilst every effort is taken by our production staff to resolve any issues encountered, The Border Watch is not responsible for poor quality outcomes if these specifications have not been met.