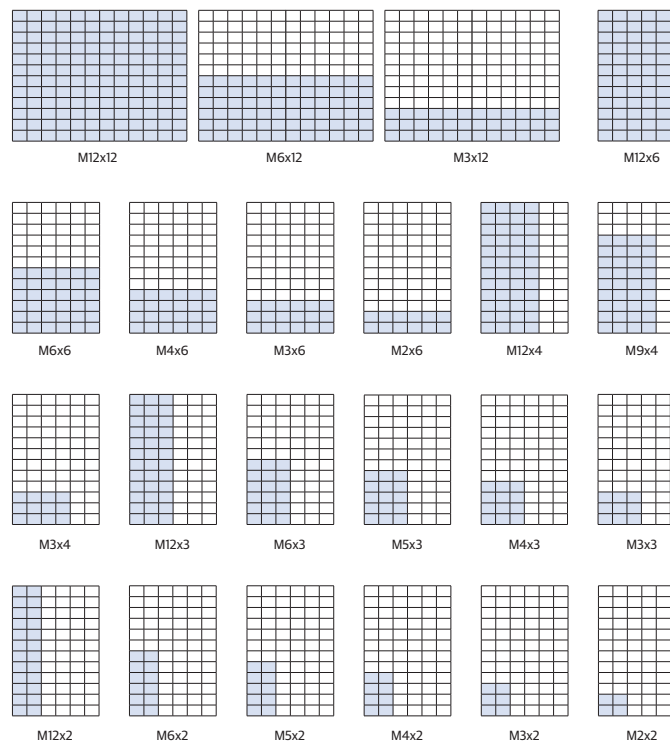


AD SIZE	DEPTH (MM)	WIDTH (MM)
M2X2	60	85
M3X2	92	85
M4X2	124	85
M5X2	156	85
M6X2	188	85
M12X2 (THIRD PAGE VERTICAL)	380	85
M3X3	92	129
M4X3	124	129
M5X3	156	129
M6X3 (QUARTER)	188	129
M12X3 (HALF PAGE VERTICAL)	380	129
M3X4	92	174
M9X4 (PORTRAIT)	284	174
M12X4 (DOMINANT)	380	174
M2X6 (SMALL STRIP)	60	262
M2X12 (SMALL STRIP SPREAD)	60	551
M3X6 (MEDIUM STRIP)	92	262
M3X12 (MEDIUM STRIP SPREAD)	92	551
M4X6 (LARGE STRIP)	124	262
M4X12 (LARGE STRIP SPREAD)	124	551
M6X6 (HALF PAGE HORIZONTAL)	188	262
M6X12 (HALF PAGE HORIZONTAL SPREAD)	188	551
M12X6 (FULL PAGE)	380	262
M12X12 (DOUBLE PAGE SPREAD)	380	551

## Modular advertisement sizes



## PDF'S

Supplied material must be Press Ready, PDF version 1.4  
 All PDFs must be CMYK, supplied to the correct dimensions, no printers marks. All files must be supplied before deadline.  
 Alterations will not be made to supplied PDFs.  
 Replacement material must be supplied.

## Photoshop setup - CMYK (Newsprint)

- Resolution - 200dpi
- Ink Weight - 230%
- Separation Type - GCR
- Black Ink Limit - 80% (recommended)
- Dot Gain - 30%
- Highlight set at a minimum of 3%

## Fonts

All fonts must be embedded. 10pt minimum reverse type, sans serif. Colour type 10pt minimum.

## Spreads

Leave 5mm text free either side of centre.

## Ad Delivery

Press-ready ads can be delivered via Adstream & Adsend.  
 All delivered ads require correct ad number.

## Eproof

Eproof is a free online service offered to all advertisers, allowing more control and flexibility when submitting, proofing and approving advertisements.  
 Telephone **1300 557 418** (option 1)

## Additional enquiries

Contact Media Support on **1300 557 418** (option 1)

## Specifications enquiries

Contact Quality Control on **1300 557 418** (option 2) or email [qcsupport@newsld.com.au](mailto:qcsupport@newsld.com.au)