

Herald Sun home

Magazine Specifications



technical requirements

- Pictures and graphics should be scanned to 250DPI to accommodate 120#LPI printing
- All advertisements are to be in CMYK format. Artwork containing Pantone or spot colours **cannot be accepted**
- Colour removal techniques should be used to limit total ink density to a maximum of 300% total colour in the darkest area with allowance for 20% dot gain in mid tone areas
- Lettering reversed out of colour is to be no less than 10 points, bold type, as it is liable to blur
- Large black panels should be 'bolstered' with 30% cyan to ensure adequate print density.

electronic material delivery

- All files supplied are to be in Composite PDF PC format with Adobe Acrobat compression applied.
 - When supplying files electronically the preferred systems of delivery are through **Adsend** or **Adstream** only.
- IMPORTANT** The file name of supplied material must be HOME, followed by the KEY NUMBER on the artwork. Files must also be sent using the corresponding publication code within these systems.

ie: **Publisher = Herald & Weekly Times**
Publication = HOME

FURTHER INFORMATION

For further information regarding **Adsend** please contact Technical Support on **1300 798 949**.

For further information regarding **Adstream** please contact Technical Support on **03 8696 5700**.

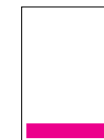
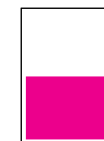
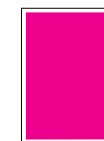
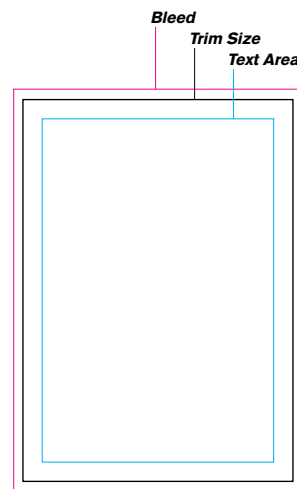
For advice or to arrange a demonstration, contact the Pre-Press Technology Manager on **03 9292 1482**.

For further technical information contact Quality Control on **03 9292 1504** or **03 9292 1322**.

For further material or booking advice please contact *home* magazine advertising coordinator on **03 9292 2325**.

PLEASE NOTE Material supplied on CD, zip disks or email cannot be accepted. **Failure to adhere to these delivery requirements may result in the necessity to resupply material at your expense.**

ad size specifications



FULL PAGE

Trim Size
380 mm deep x 275 mm wide
Text Area
360 mm deep x 255 mm wide
Bleed 5 mm around all edges

HALF PAGE Horizontal

Text Area
177 mm deep x 255 mm wide
No bleed available

QUARTER PAGE Horizontal

Text Area
87 mm deep x 255 mm wide
No bleed available

HORIZONTAL STRIP (Inside Story page only)

Text Area
42 mm deep x 255 mm wide
No bleed available

ISLAND AD

Text Area
87 mm deep x 151 mm wide
No bleed available

