

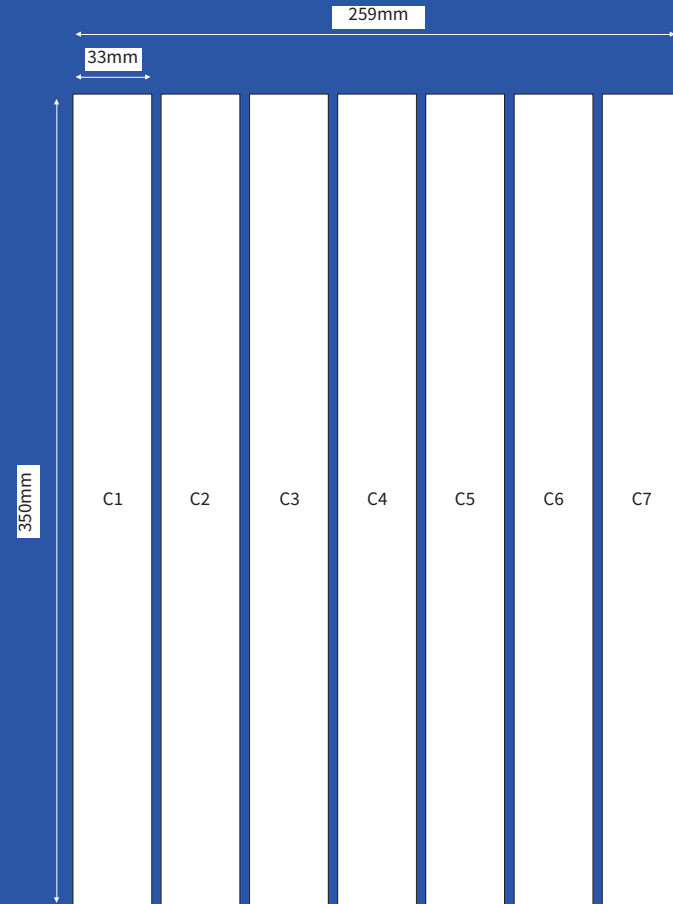
# Newspaper - print advertising specifications



# AD COLUMN WIDTHS

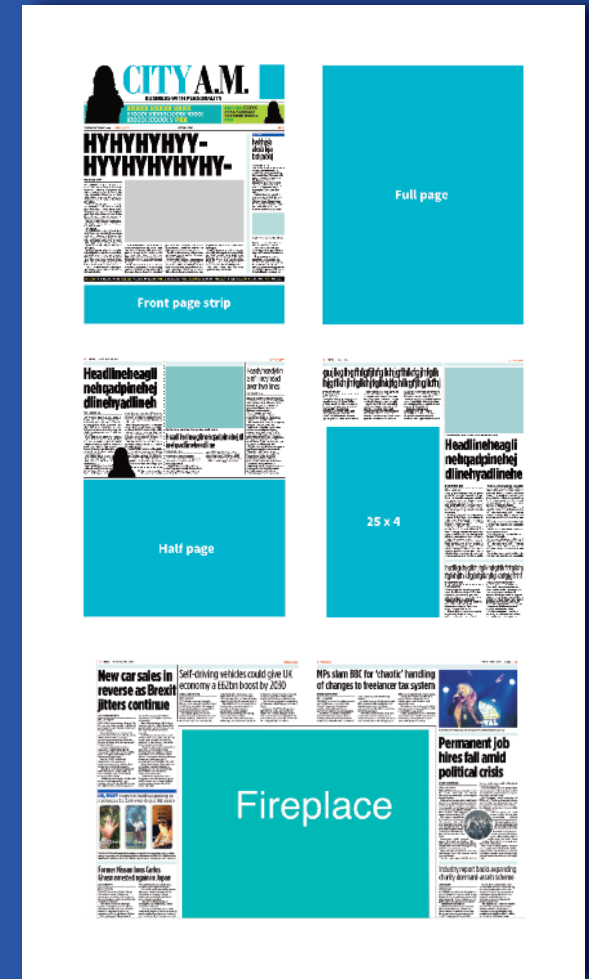
## Ad column widths

Single column	33mm
Two columns	71mm
Three columns	108mm
Four columns	148mm
Five columns	184mm
Six columns	221mm
Seven columns	259mm



# DISPLAY ADVERTISING

Size	Depth	Width
Full Page (35 x 7)	350mm	259mm
DPS (35 X 14)	350mm	548mm*
Half Page (17.5 x 7)	175mm	259mm
Property Half page (17 x 7)	170mm	259mm
Half page DPS (17.5 x 14)	175mm	548mm*
Front page strip (5 x 7)	50mm	259mm
25 x 4	250mm	148mm
20 x 3	200mm	108mm
20 x 4	200mm	148mm
10x7	100mm	259mm
Fireplace (25 x 8 )	250mm	326mm*

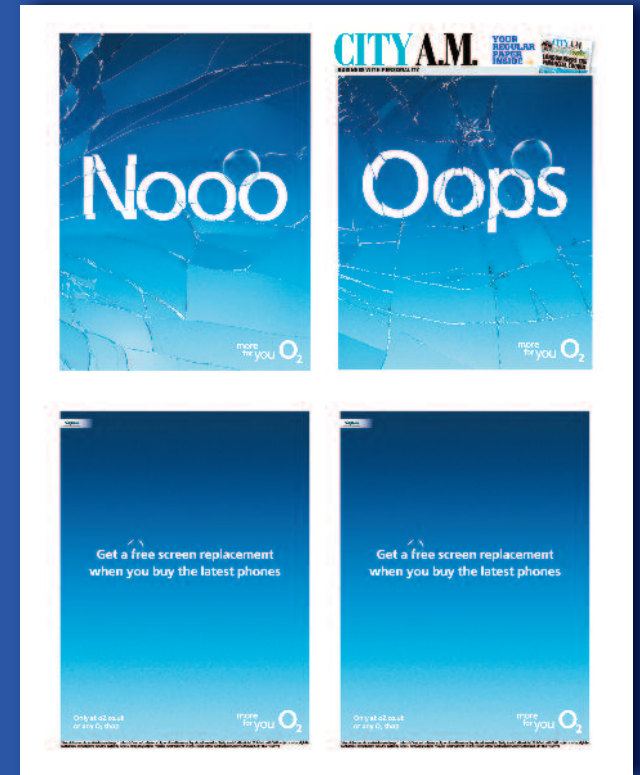


\*includes **30mm** gutter.

Other executions with arrangement - please email [production@cityam.com](mailto:production@cityam.com)

# COVER WRAP

Type	Depth	Width
Front Cover: 30 x 7	300mm	259mm
Inside Front Cover: 35 x 7	350mm	259mm
Inside Back Cover: 35 x 7	350mm	259mm
Back Cover: 35 x 7	350mm	259mm
or DPS inner and outer:		
DPS: 35 X 14	334mm*	565mm**



\*Allow **50mm** for masthead on front cover

\*\*includes **30mm** gutter.

# GLOSSY COVER WRAP

Type	Depth	Width
Front Cover:	290mm	265mm
Inside Front Cover:	340mm	265mm
Inside Back Cover:	340mm	265mm
Back Cover:	340mm	265mm

**Min. quantity 1,000, max. 15,000**

Folded finished size: **365mm high x 289mm wide**  
Front cover: **356mm high x 294mm wide with 10mm lap**  
Back cover: **365mm high x 284mm wide**

#### **Paper stock**

130gsm silk paper

#### **Bleed (product size)**

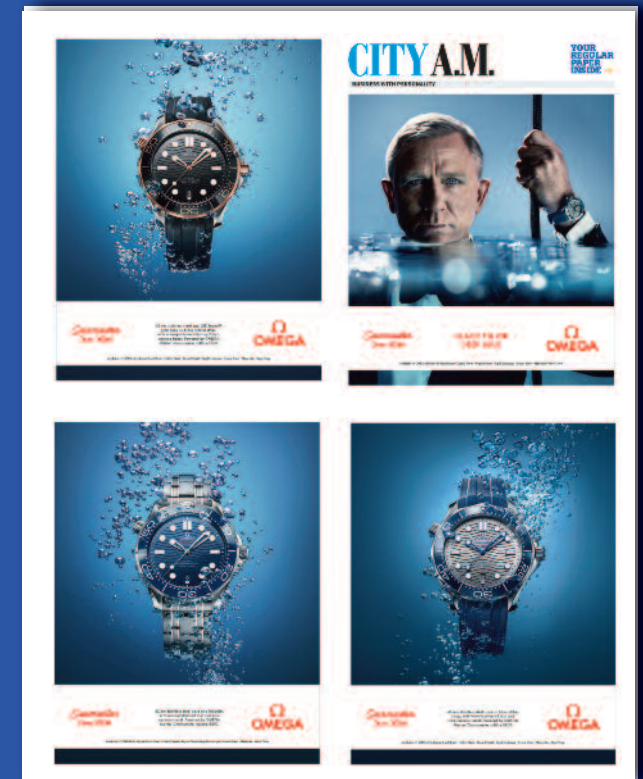
Same as the standard product size  
(365mm x 289mm), no trim.

#### **Lead time**

The printers require a minimum of 3 weeks' notice prior to the wrap running on the newspaper.

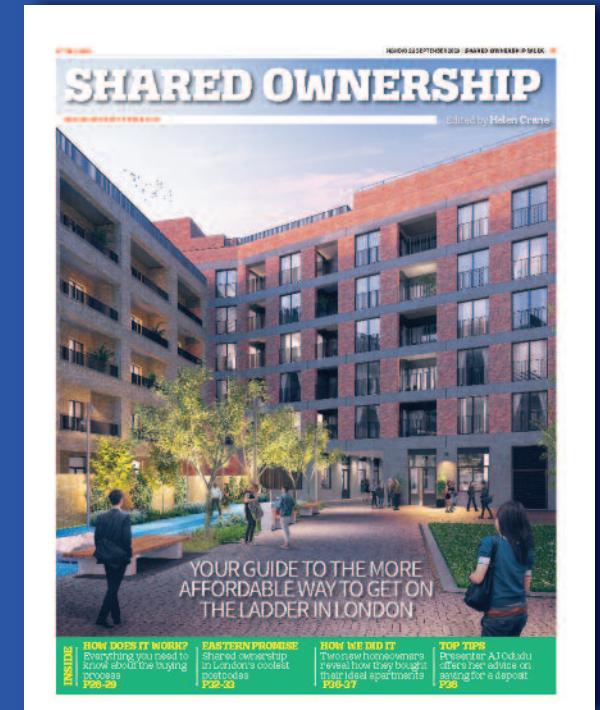
#### **Glossy Cover Wrap proofs**

This can be arranged with the printer and supplied in a few days, there may be a charge for this service



# SHARED OWNERSHIP SUPPLEMENT

Size	Depth	Width
Full Page (35 x 7)	350mm	259mm
DPS (35 X 14)	350mm	548mm*
Half Page horizontal (14x 7)	140mm	259mm
Half page vertical (35 x 3)	350mm	108mm



\*includes **30mm** gutter.

Other executions with arrangement - please email [production@cityam.com](mailto:production@cityam.com)

# ARTWORK PRODUCTION

## Colour artwork

- CMYK process separation. **No Pantone colours.**
- Screen ruling: **85-100 max LPI**
- Screen dot: **round**
- Dot gain: **29% (+/- 3%)**
- Max ink coverage: **200-220%**
- Screen angle: **(C) 15, (M) 75, (Y) 0, (K) 45**

## Mono artwork

- Halftones, tints or pictures
- Screen ruling: **85-100 LPI** or coarser
- Screen dot: **round**
- Dot gain: **29% (+/- 3%)**
- Highlight: **0% to hold. Shadow 65% to fill**
- Screen angle: **45**

## Other important details

- Please supply files as print ready PDFs, PDF/x-1a, PDF1.3 preferred format
- Artwork can be supplied via Specle, Ad-send, Ad Stream, Qmulti, Quickcut and email (NO URN required)
- All pictures to be saved as TIFFs
- All PDFs must contain embedded fonts & images
- Minimum resolution: 250dpi
- All ads to be made to TYPE AREA sizes
- Profile = WAN-IFRAnewspaper26v5

**Copy Deadline: 4pm on the first working day prior to publication date**