

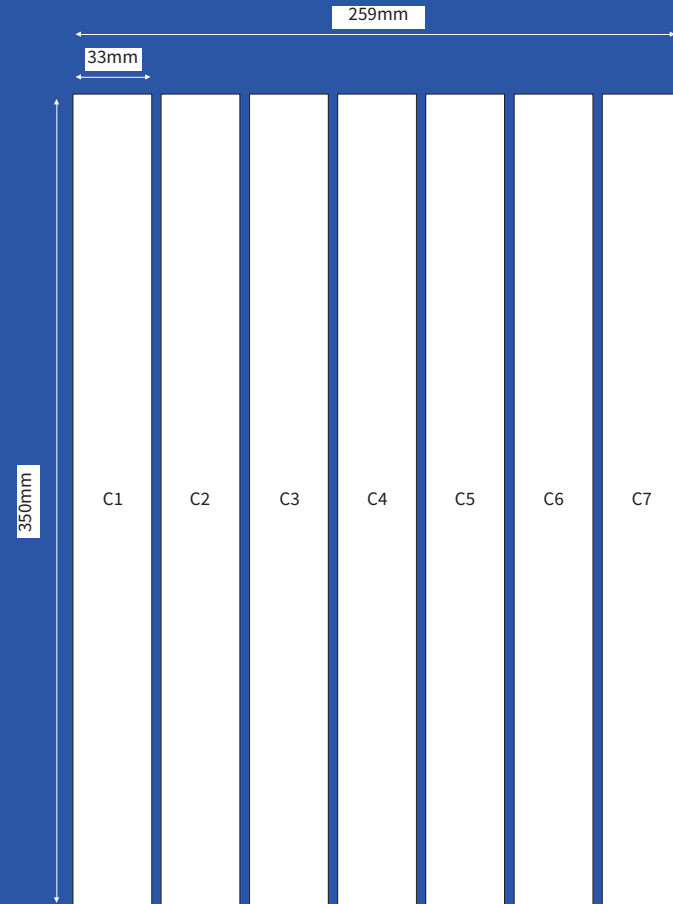
Print ad specs



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



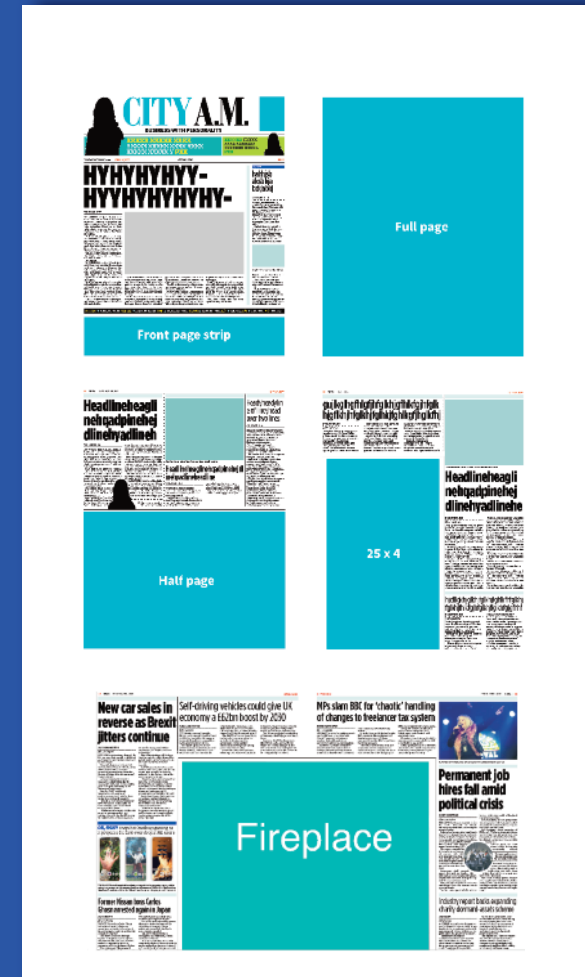
DISPLAY ADVERTISING

Size	Depth	Width
Full Page (35 x 7)	350mm	259mm
DPS (35 X 14)	350mm	548mm*
Half Page (17.5 x 7)	175mm	259mm
Half page DPS (17.5 x 14)	175mm	548mm*
25 x 4	250mm	148mm
20x3	200mm	108mm
20 x 4	200mm	148mm
10x7	100mm	259mm
Fireplace (25 x 8)	250mm	326mm*
Property Half page (17 x 7)	170mm	259mm

*includes 30mm gutter.

Other executions with arrangement - please email production@cityam.com

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



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.

Copy Deadline: 2 working days prior to the insertion date



FILE PRODUCTION & DELIVERY

CMYK print ready PDF

- Please supply files as print ready PDFs, PDF/x-1a, PDF1.3 preferred format
 - 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**
 - Minimum resolution: 250dpi
 - All ads to be made to TYPE AREA sizes
 - Profile = WAN-IFRAnewspaper26v5
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Delivery

- Specle, Qmulu, Adsend, email (we do not use URNs)