

media accepted

- **Monthly newspaper**
- **PC based only**
- **Full process colour**
All advertisements created should be processed in CMYK (process) colours. No Pantone, INDEX, RGB or LAB colours will be accepted. 100% K (black) should be used for any black text.
- **Embed all fonts**
- **Font size**
Minimum typeface is 8pt. Any type face less than 10 pt should not be used for reverse as it is liable to blur. Typefaces with fine serifs should be avoided.
- **Ink weight**
UCR at 90%.
Black 90% Limit.
Total Ink Limit 270%.
Dot gain of 25%.
- **Dot shape**
Round.
- **Coldset**
- **Screen rulings**
100 LPI Screen.
200 Pixel per inch.

proofing

Customers will be forwarded a proof of all artwork created by metro news. It is the advertisers responsibility to ensure content is correct, including spelling, phone numbers etc. and advise the publisher of any changes required by the date advised with the proof. Advertisers are required to approve their advertisement in writing before the stated deadline. If there is no approval the Publisher has the right to remove the advertisement from the appropriate edition at the expense of the advertiser. No copy changes will be taken over the phone, they must be either emailed, faxed or posted before the publication deadline. While changes cannot be guaranteed after the deadline the publisher will endeavour to do their best. The publisher will take no responsibility for any mistakes in advertising that has been approved by the client.

acceptable formats

- **Acrobat distiller PDFs**
- **Photoshop EPS**
- **Photoshop JPEG**
- **Photoshop TIFF**
- **Adobe Illustrator (CS3)** with fonts saved as outline. **Minimum 250 dpi. PC Based Only.**
Advertisements created in the Microsoft Office group (ie. Word Document, Publisher, Powerpoint etc) are not accepted due to poor quality and RGB colour rather than CMYK. These advertisements will be recreated by the arts department, using similar fonts. Images must be sent in a Photoshop format. (not included in a Word document etc).
All images must be scanned at a minimum of 250dpi and used at the same size (not enlarged or reduced more than 5%).
- **Acrobat Distiller Settings**
General:
Compatibility: Acrobat 5.0
Resolution 1500 dpi
Fonts:
Embed all fonts (checked)
Colour:
Leave colour unchanged (checked)

electronic images & camera ready advertisements

- **Advertisement Name**
Please name the advertisement in the company name stated on the contract or contract number.
- **Photo or Logo Name**
Please name all photos, graphics and logos in the company name stated on the contract or contract number.
- **Text Only Name**
Please name all text files in the company name stated on the contract or contract number.
- **Copy Changes**
It is the Advertisers responsibility to ensure that copy changes emailed have arrived at the metro news before the deadline stated.
- **New Artwork**
It is the Advertisers responsibility to ensure that artwork emailed has arrived at the metro news before the deadline stated.
- **Lost/Misplaced Artwork**
The Publisher will take no responsibility for any artwork that does not arrive at the metro news either emailed, faxed or posted.
- **Digital Images**
When supplying digital camera images please send 'raw' photo for colour correcting, retouching and resizing by the Publisher.
- **Compact Discs**
Advertisements, photos, and logos will also be accepted on CDs. It is the advertisers responsibility to ensure the CD arrives at the metro news before deadline.
We recommend using Express Post (next day delivery) rather than normal Post.

All camera ready advertisements, photos, logos, graphics and text is to be emailed directly to the art department:
art@metronews.com.au

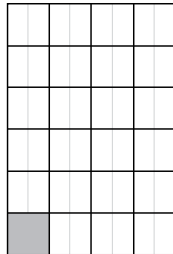


To talk directly to the art department
telephone: **(03) 9534 0933**

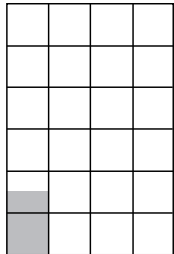
For pricing and loadings please telephone
the sales department on: **(03) 9534 6122**

important information

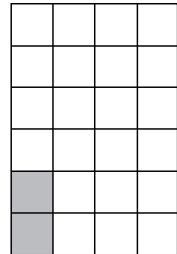
- The publisher reserves the right to refuse any advertisement.
- Charges will apply for material received after deadline.
- Charges will apply for cancelled contracts after deadline.
- Film is not acceptable.
- Advertisement sizes may not reproduce to exact dimensions due to differing press specifications.
- Deadline is the 21st of the month prior to publication or 10 days before the first Wednesday of each month, whichever is the later)



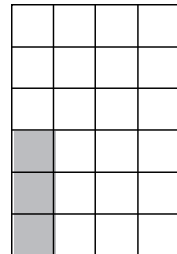
6cmx2col(6.3cm)



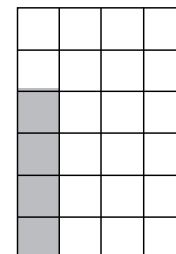
9cmx2col(6.3cm)



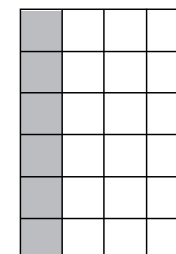
12cmx2col(6.3cm)



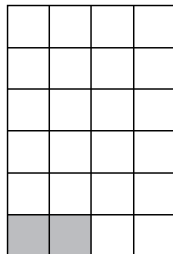
18.5cmx2col(6.3cm)



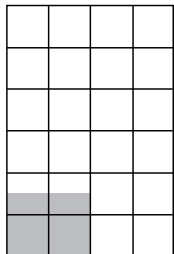
25cmx2col(6.3cm)



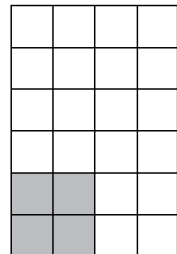
38cmx2col(6.3cm)



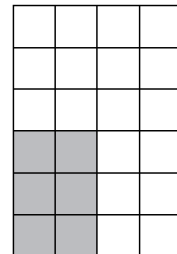
6cmx4col(13cm)



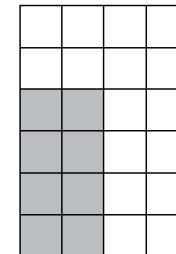
9cmx4col(13cm)



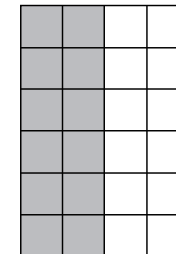
12cmx4col(13cm)



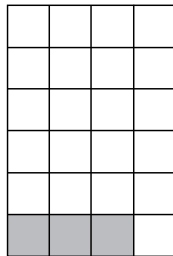
18.5cmx4col(13cm)



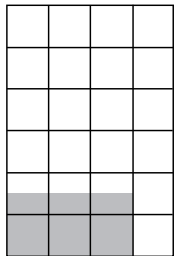
25cmx4col(13cm)



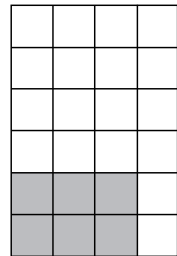
38cmx4col(13cm)



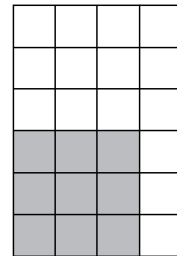
6cmx6col(19.7cm)



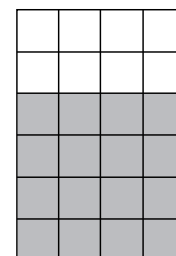
9cmx6col(19.7cm)



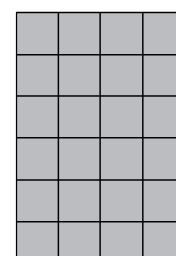
12cmx6col(19.7cm)



18.5cmx6col(19.7cm)

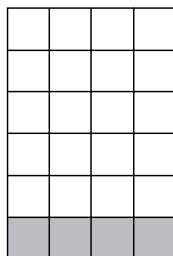


25cmx8col(26cm)

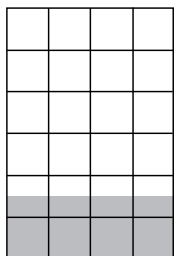


38cmx8col(26cm)

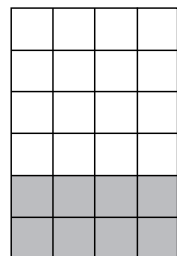
horizontal banner ads:



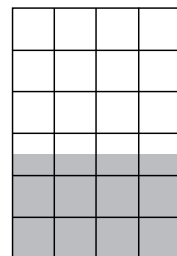
6cmx8col(26cm)



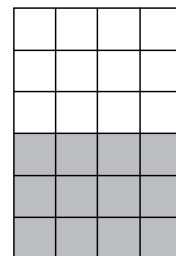
9cmx8col(26cm)



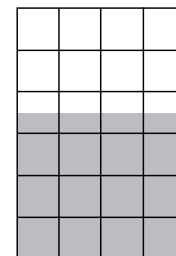
12cmx8col(26cm)



15cmx8col(26cm)



18.5cmx8col(26cm)



22cmx8col(26cm)

1 module = 6cm high x 2 columns wide

Exceptionally

LOW
Advertising
Rates

From only \$7.23
per col. cm

Discounts for
multiple
bookings

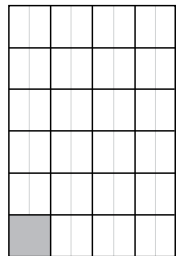
Value for money
combination
package deals

For a quote,
ring sales on

03 9534 6122
or
0423 308 005

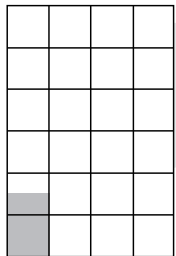
Artwork

Where we create
your artwork, we
charge \$40/hour.
Min. charge \$40



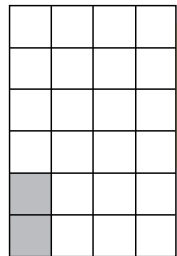
1 Module
\$180

6cmx2col(6.3cm)



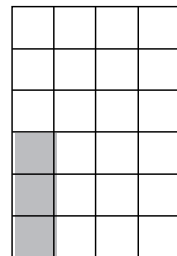
1.5 Module
\$240

9cmx2col(6.3cm)



2 Module
\$330

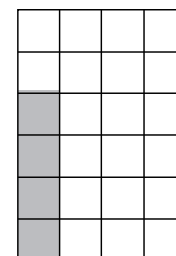
12cmx2col(6.3cm)



3 Module
\$440

1/8th page

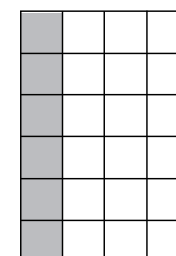
18.5cmx2col(6.3cm)



4 Module
\$550

1/6th page

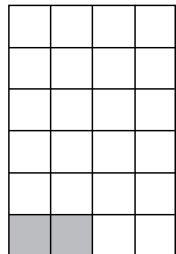
25cmx2col(6.3cm)



6 Module
\$770

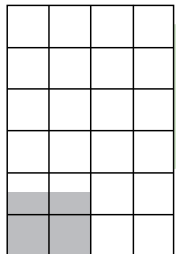
1/4 page

38cmx2col(6.3cm)



2 Module
\$330

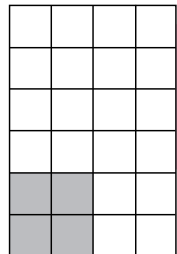
6cmx4col(13cm)



3 Module
\$440

1/8th page

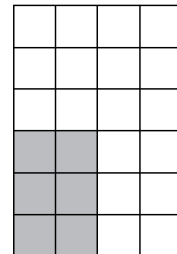
9cmx4col(13cm)



4 Module
\$550

1/6th page

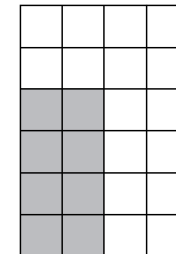
12cmx4col(13cm)



6 Module
\$770

1/4 page

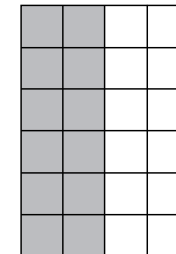
18.5cmx4col(13cm)



8 Module
\$990

1/3 page

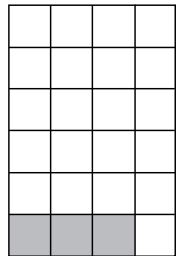
25cmx4col(13cm)



12 Module
\$1450

1/2 page

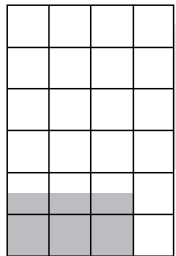
38cmx4col(13cm)



3 Module
\$440

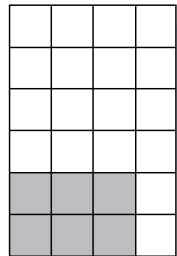
1/8th page

6cmx6col(19.7cm)



4.5 Module
\$600

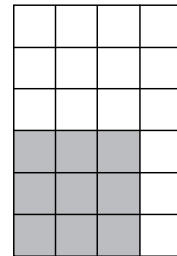
9cmx6col(19.7cm)



6 Module
\$770

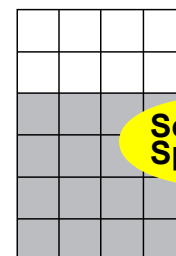
1/4 page

12cmx6col(19.7cm)



9 Module
\$1210

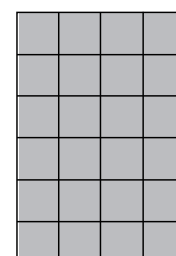
18.5cmx6col(19.7cm)



16 Module
\$1650

Solace Special

25cmx8col(26cm)

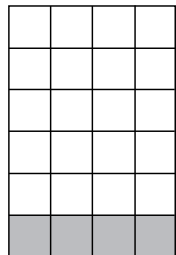


24 Module
\$2200

full page

38cmx8col(26cm)

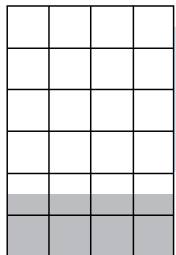
horizontal banner ads:



4 Module
\$550

1/6th page

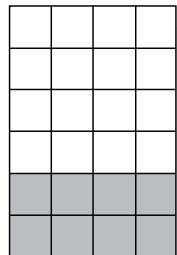
6cmx8col(26cm)



6 Module
\$770

1/4 page

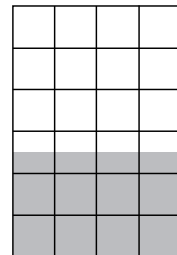
9cmx8col(26cm)



8 Module
\$990

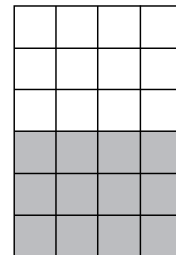
1/3 page

12cmx8col(26cm)



10 Module
\$1300

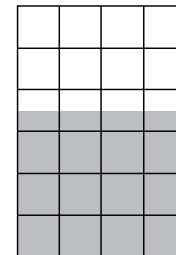
15cmx8col(26cm)



12 Module
\$1450

1/2 page

18.5cmx8col(26cm)



14 Module
\$1540

22cmx8col(26cm)

1 module = 6cm high x 2 columns wide

loadings - front page 100%, back page 50%, positional requests 30%

Exceptionally

LOW
Advertising Rates

From only \$7.23 per col. cm

Discounts for multiple bookings

Value for money combination package deals

For a quote, ring sales on

03 9534 6122
OR
0423 308 005

Artwork

Where we create your artwork, we charge \$40/hour. Min. charge \$40