

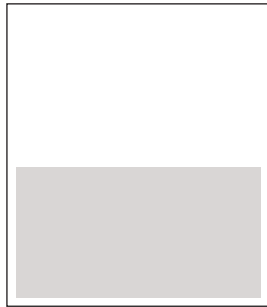
# PROPERTY WEEKLY

## ADVERTISING SIZES



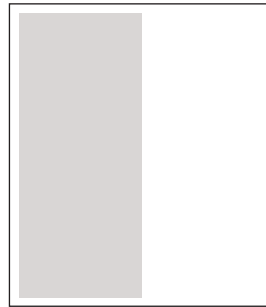
### FULL PAGE

**Trim:**  
Width: **270mm**  
Height: **310mm**  
**Bleed:**  
Width: **280mm**  
Height: **320mm**  
(max. 4 properties)



### HALF horizontal

Width: **248mm**  
Height: **140mm**  
(max. 2 properties)



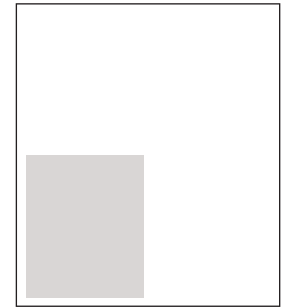
### HALF vertical

Width: **122mm**  
Height: **284mm**  
(max. 2 properties)



### QUARTER horizontal

Width: **248mm**  
Height: **68mm**  
(one property only)

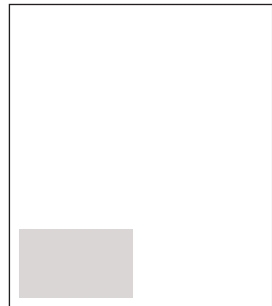


### QUARTER vertical

Width: **122mm**  
Height: **140mm**  
(one property only)

Full-page ads must be provided at the bleed dimensions stated, which includes a 5mm bleed on all sides

- no trim marks required
- text must be 10mm away from trim edges.



### EIGHTH horizontal

Width: **122mm**  
Height: **68mm**  
(one property only)

## Standard sizes – price per insertion

	Casual rate, less than 4 weeks	4-week consecutive campaign
<b>EIGHTH</b> 122mm x 68mm	<b>\$475</b> <sup>+GST</sup>	<b>\$350</b> <sup>+GST</sup>
<b>QUARTER</b> 248mm x 68mm or 122mm x 140mm	<b>\$900</b> <sup>+GST</sup>	<b>\$650</b> <sup>+GST</sup>
<b>HALF</b> 248mm x 140mm or 122mm x 284mm	<b>\$1600</b> <sup>+GST</sup>	<b>\$1350</b> <sup>+GST</sup>
<b>FULL</b> 270mm x 310mm	<b>\$2800</b> <sup>+GST</sup>	<b>\$2350</b> <sup>+GST</sup>

Double-page spread:  
POA

trim: 540mm (wide) x 310mm (high)  
bleed: 550mm (wide) x 320mm (high)  
no text over gutter

## Deadlines

Booking by: Thursday 11 am Artwork by: Friday 11 am  
PROPERTY WEEKLY is dated Friday

# Artwork specifications

## Accepted media

Email for files up to 6MB.

File transfers systems eg. Dropbox, WeTransfer, youSENDit, etc. or uploaded via our website for files over 6MB.

USB flash memory devices.

## Preferred format: PDF

When setting your PDF preferences please use the “Press Quality” setting to ensure a high-resolution file. All fonts must be embedded.

We only accept PDF files distilled from original InDesign, Illustrator and Quark Express documents.

**We do NOT accept PDF files distilled from Photoshop, Publisher or Word documents.**

## Sizing

When preparing your advertisement in your native program, please ensure that your paper size and your advertisement size are the same. Registration and trim marks are not required.

**Artwork with registration and trim marks will not be accepted.**

## Colour

All colour must be converted to CMYK (not RGB, spot, Pantone, etc.).

**Files with RGB or spot colour will not be accepted.**

In InDesign and Illustrator preferences please ensure that under “Appearance of Black” the Printing/Exporting option is set to “Output all blacks accurately”.

## Fonts and type

We do not recommend reversing text out of four-colour images.

### Minimum type sizes:

SOLID type using one process colour ..... **7pt**

COLOURED type on a white background using two process colours..... **9pt Bold**

COLOURED type on a white background using three process colours ..... **12pt Bold**

REVERSED (white) type out of one process colour ..... **9pt**

REVERSED (white) type out of two or more process colours (san serif font recommended) ..... **12pt Bold**

Black type should be made from 100% black only and be set to overprint to ensure there are no registration problems.

## Graphics or images

We support Illustrator and Photoshop files in EPS, TIFF and JPG formats. Images should be 300dpi at 100%. All logos should be supplied as either single bitmap or vector artwork.

## Dot gain

Please allow for up to 20% dot gain in Photoshop printing inks setup.

**See our website to download our colour-setting file.**

## Maximum ink weight

The total ink weight used should not exceed 300%. If this is exceeded, it can hinder drying, trimming and folding, and could scuff.

**See our website to download ink-weight instructions.**

**For further clarification of artwork specifications, go to [jewishnews.net.au/advertise](http://jewishnews.net.au/advertise).**

**If you are unsure about artwork meeting the required specifications, please contact *PROPERTY WEEKLY* on (03) 8531 8900.**

***PROPERTY WEEKLY* cannot be held responsible for inaccuracies in supplied artwork.**

# Artwork specifications

