

SPECIFICATIONS & GUIDELINES

SPECIFICATIONS FOR DIGITAL ART

Accepted Applications

The preferred material format is a PDF

However we accept materials using these applications:

- InDesign (up to CC) - Documents must be accompanied by all images and fonts
- Adobe Illustrator (up to CC) - Documents must have all fonts outlined and in an illustrator EPS format
- Photoshop (up to CC)
- Acrobat 10.0
- Microsoft Word (.txt files only)
DO NOT supply finished material, logos and pictures set in this program

Logos & Pictures

- JPEG - uncompressed, 200dpi at size
- Illustrator EPS (fonts outlined)
- TIFF - uncompressed, 200dpi at size
- Material Transfer
 - Adstream - <https://www.adstream.com/>
 - Email to Advertising Sales Representative
 - Secure file sharing such as Google Docs

Unacceptable Material

The following Complete Material formats will **NOT** be accepted:

- Microsoft Word
- Pagemaker
- Microsoft Publisher

Important

All artwork supplied must be in CMYK and 200dpi.

DO NOT supply photos which have been scanned bigger than they have been used in your material. This only makes the file size larger than it has to be.

Please note that newspaper print has a dot gain of 25%. Four colour process jobs should be adjusted to allow for this dot gain.

Total ink coverage of a flat CMYK colour should not exceed 240%.

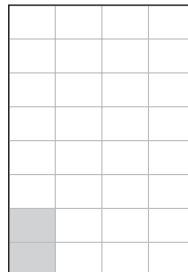
No responsibility will be taken by the South Gippsland Sentinel-Times for the quality of supplied scanned images and digital art.

NEWSPRINT MODULE SIZES (EGN)

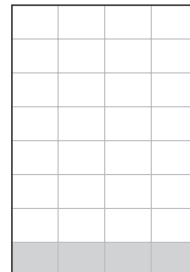
These sizes are to be used for advertisements booked in the Early General News section of the newspapers.

Shape	Material (height x width)
T21 - Sixteenth page	92 x 63mm
T14 - Eighth Page Horizontal	45 x 260mm
T22 - Eighth Page Block	92 x 129mm
T24 - Quarter Page Horizontal	92 x 260mm
T81 - Quarter Page Vertical	374 x 63mm
T42 - Quarter Page Block	186 x 129mm
T44 - Half Page Horizontal	186 x 260mm
T82 - Half Page Vertical	374 x 129mm
T84 - Full Page	374 x 260mm

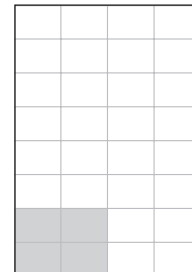
OTHER SIZES AVAILABLE: Please call one of our Advertising Representatives to discuss.



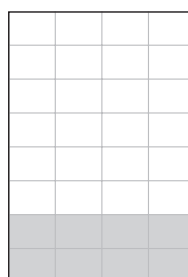
T21 Sixteenth Page



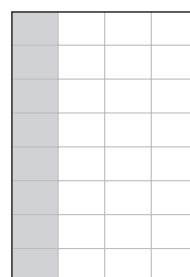
T14 Eighth Page Horizontal



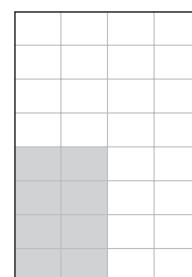
T22 Eighth Page Block



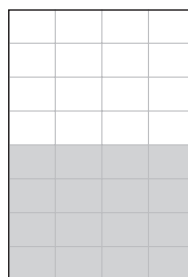
T24 Quarter Page Horizontal



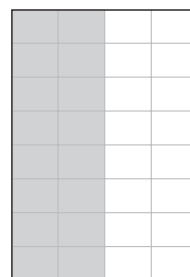
T81 Quarter Page Vertical



T42 Quarter Page Block



T44 Half Page Horizontal



T82 Half Page Vertical



T84 Full Page