

# SPECIFICATIONS FOR DIGITAL ART

## Accepted Applications

The preferred material format is a PDF however we accept material using these applications

- InDesign 2.0, CS, CS2, CS3
- Quark Xpress 3.32 and 4.1 – Document must be accompanied by all images and fonts.
- Adobe Illustrator (up to CS3)  
Document must have all fonts outlined and in an Illustrator eps format
- Photoshop (up to CS3)
- Acrobat 8.0
- Microsoft Word (.txt files only). **DO NOT** supply finished material, logos and pictures set in this program.

Complete material supplied in:  
• Microsoft Word  
• Pagemaker  
• Microsoft Publisher  
will **NOT** be accepted

Digital art **MUST** be supplied using one of the above programs.

## Logos & Pictures

- Jpgs – uncompressed, 200dpi at size
- Illustrator eps' (fonts outlined)
- Tifs – uncompressed, 200dpi at size

## Material Transfer

- CD Rom (send to Head Office)
- Quickcut
- Websend

To supply EDITORIAL email:  
[editor@starnewsgroup.com.au](mailto:editor@starnewsgroup.com.au)

To supply SPORT email:  
[sport@starnewsgroup.com.au](mailto:sport@starnewsgroup.com.au)

*When emailing photos and/or editorials please make sure they are supplied as attachments and not pasted in to the text of your email.*

*No responsibility will be taken by Star News Group for the quality of supplied scanned images and digital art.*



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**Tullamarine:** 17 Assembly Drive, Tullamarine 3043 Telephone: 9933 4800 Facsimile: 9933 4844  
**Berwick:** 67 High Street, Berwick 3806 Telephone: 9796 1855

## Important

*Latest Specifications are available online at [www.starnewsgroup.com.au](http://www.starnewsgroup.com.au)*

- 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's size larger than it has to be.
- A laser proof of your file **MUST** be supplied with your disk.
- True Type fonts are not accepted, your final material should be made up of only Postscript fonts.
- Film is not accepted
- 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%
- Maximum number of nodes in a single path not to exceed 1600.

## Column Sizes

### General Advertising & Classifieds

NB: THESE SIZES ARE TO BE USED FOR ADVERTISEMENTS BOOKED IN ANY SECTION OF THE PAPER (INCLUDING CLASSIFIEDS).

- 1 column = 29 mm **NO 1 COLUMN ADS**
- 2 columns = 62 mm
- 3 columns = 95 mm
- 4 columns = 129 mm
- 5 columns = 162 mm
- 6 columns = 195 mm
- 7 columns = 229 mm **NO 7 COLUMN ADS**
- 8 columns = 262 mm

### Tourist News

- 1/8 page = 88mm wide x 58mm deep
- 1/4 page = 88mm wide x 120mm deep

### Advertisement sizes

- 1/4 page = 187mm x 4 columns
- 1/2 page = 187mm x 8 columns
- 1 page = 377mm x 8 columns
- Spread page (2 full pages plus the centre gutter) = 543mm wide x 377mm deep
- Bleed page (1 full page plus the centre gutter) = 273mm wide x 377mm deep

- 1/2 page = 180mm wide x 120mm deep
- 1 page = 180mm wide x 245mm deep



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