

Connecting people and communities

# SPECIFICATIONS FOR DIGITAL ART

## Accepted Applications

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

- InDesign CS5 - Documents must be accompanied by all images and fonts
- Adobe Illustrator (up to CS5) - Documents must have all fonts outlined and in an illustrator EPS format
- Photoshop (up to CS5)
- Acrobat 10.0
- Microsoft Word (.txt files only). **DO NOT** supply finished material, logos and pictures set in this program

### Logos & Pictures.

- JPEGS - uncompressed, 200dpi at size
- Illustrator EPS\* (fonts outlined)
- TIFFS - uncompressed, 200dpi at size

### Material Transfer

- CD Rom (sent to Head Office)
- Quickcut
- Websend
- Email to Sales Rep

### Complete material supplied in:

- Microsoft Word • Pagemaker • Microsoft Publisher

**Will NOT be accepted**

## Important

Latest specifications are available online at

[www.starnewsgroup.com.au/advertising](http://www.starnewsgroup.com.au/advertising)

- All artwork supplied must be in CMKY 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.

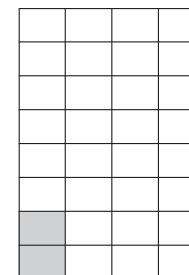
## Early General News

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

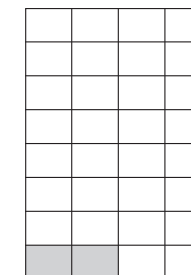
### Module Sizes

Shape	Material (Height x Width)
Sixteenth Page Block	87mm x 59.5mm
Sixteenth Page Horizontal	42mm x 123mm
Eighth Page Vertical	178mm x 59.5mm
Eighth Page Horizontal	42mm x 250mm
Eighth Page Block	87mm x 123mm
Quarter Page Vertical	360mm x 59.5mm
Quarter Page Horizontal	87mm x 250mm
Quarter Page Block	178mm x 123mm
Half Page Horizontal	178mm x 250mm
Half Page Vertical	360mm x 123mm
Half Page Block	269mm x 186.5mm
Three Quarter Block	269mm x 250mm
Full Page	360mm x 250mm
Double Page Spread	360mm x 520mm

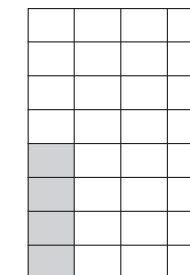
CLIENTS REQUESTING THEIR ADVERTISEMENTS TO BLEED MUST SUPPLY ARTWORK WITH 15MM OF BLEED AROUND ALL FOUR SIDES OF THEIR ADVERTISEMENT.



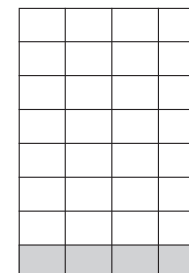
Sixteenth Page Block



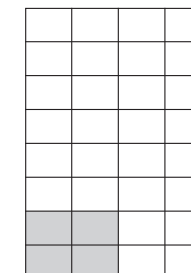
Sixteenth Page Horizontal



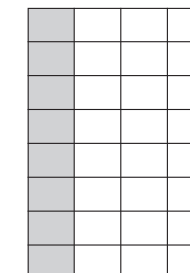
Eighth Page Vertical



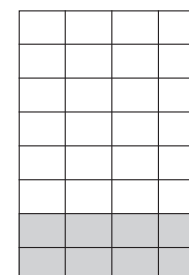
Eighth Page Horizontal



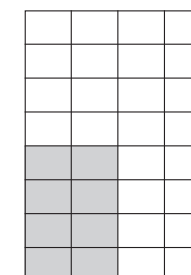
Eighth Page Block



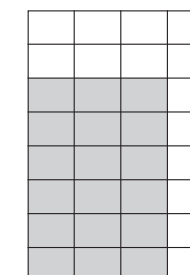
Quarter Page Vertical



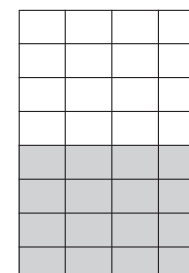
Quarter Page Horizontal



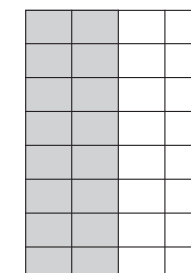
Quarter Page Block



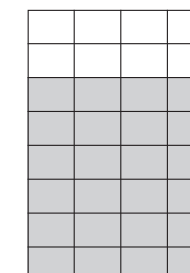
Half Page Block



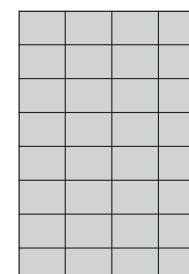
Half Page Horizontal



Half Page Vertical



Three Quarter Block



Full Page

