

# 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.

- JPEG - uncompressed, 200dpi at size
- Illustrator EPS (fonts outlined)
- TIFF - 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

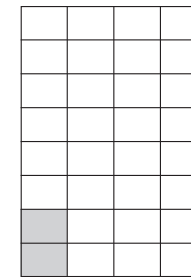
## Will NOT be accepted

## Important

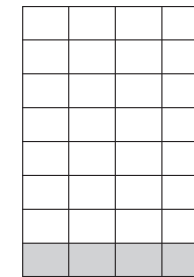
Latest specifications are available online at

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

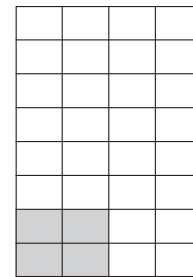
- All artwork supplied must be in CMYK and 200dpi. DO NOT supply photos which have been scanned bigger than they have been used in your material. This only makes the file size larger than it has to be.
- True Type fonts are not accepted, your final material should be made up of only Postscript fonts.
- 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.



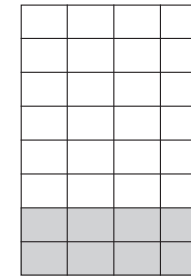
Sixteenth Page



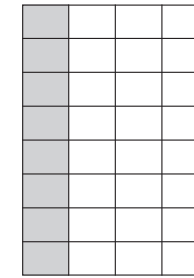
Eighth Page Horizontal



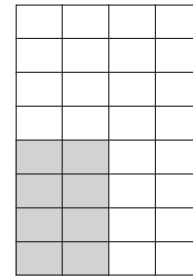
Eighth Page Block



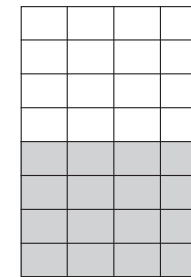
Quarter Page Horizontal



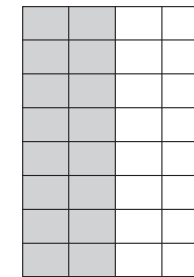
Quarter Page Vertical



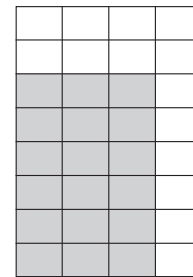
Quarter Page Block



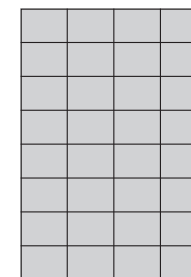
Half Page Horizontal



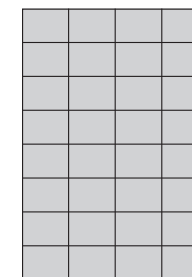
Half Page Vertical



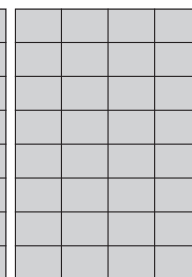
Half Page Block



Full Page



Double Page Spread



## Early General News

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

### Module Sizes

Shape	Material (Height x Width)
Sixteenth Page	92mm X 63mm
Eighth Page Horizontal	44.5mm x 261mm
Eighth Page Block	92mm x 129mm
Quarter Page Horizontal	92mm x 261mm
Quarter Page Vertical	377mm x 63mm
Quarter Page Block	187mm x 129mm
Half Page Horizontal	187mm x 261mm
Half Page Vertical	377mm x 129mm
Half Page Block	282mm x 195mm
Full Page	377mm x 261mm
Double Page Spread	377mm x 543mm