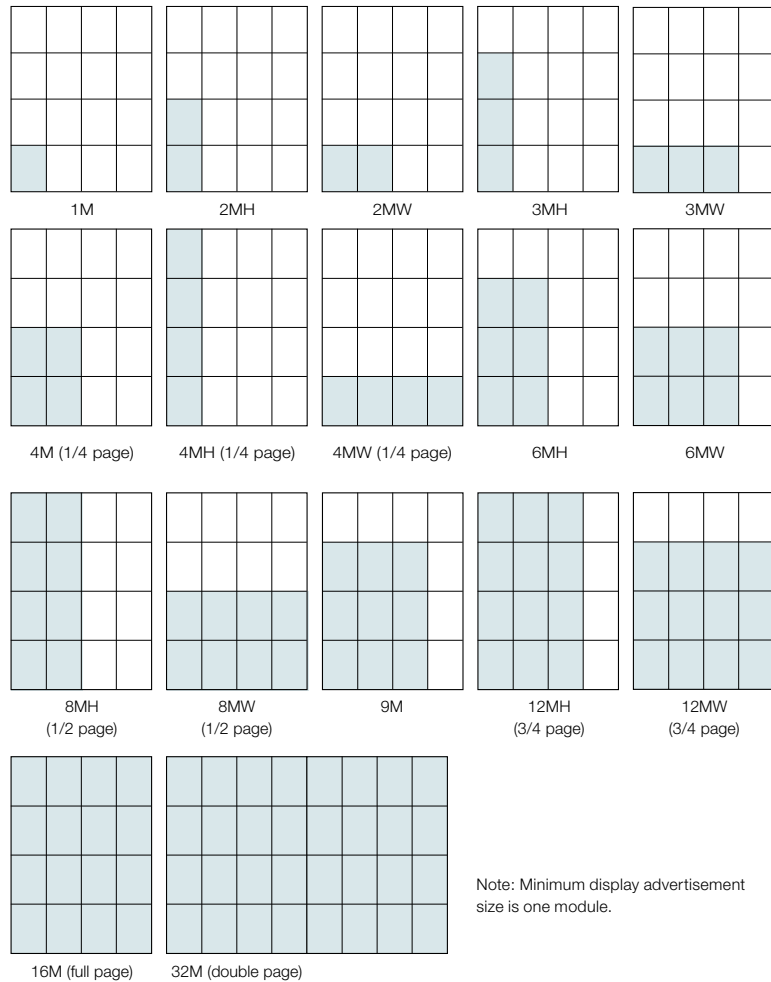


Simple, Standardised Sizes

News Community Media offers a simple, modular system of standardised sizes and configuration of display advertisements that works for you. No more buying by the column centimetre; you simply buy the number and configuration of module that you require and are charged accordingly. It's easier and clearer for you and means readers see your advertisement in a cleaner, less cluttered environment – a better result all round.

Modular Advertisement Sizes

Modules	Modular Code
1 module	1M
2 modules	2MW 2MH
3 modules	3MW 3MH
4 modules (1/4 page)	4M 4MW 4MH
6 modules	6MW 6MH
8 modules (1/2 page)	8MW 8MH
9 modules	9M
12 modules (3/4 page)	12MW 12MH
16 modules (full page)	16M
32 modules (double page)	32M
Key	<i>M = Module</i> <i>W = Width</i> <i>H = Height</i>



Note: Minimum display advertisement size is one module.

National Delivery Systems

Adstream/Quickcut

Quickcut is a global software development company that provides a suite of software tools and services to manage media including display and classified advertising for newspapers and magazines. Utilisation of these software tools will ensure that your PDF files are made to each Newspaper group exact specifications.

Quickcut Sales: (02)9467 7600 or (03)8696 5701.

For Technical Support: 1300 768 988 or loveprint@adstream.com.au

Website: <http://www.adstream.com.au/quickcut>

Quickcut offer an online free registration system called QuickSend for checking, fixing and delivery www.quicksend.net.au

Websend

Websend is a web-based delivery system that offers comprehensive PDF validation for senders and receivers alike. Websend can be used by everyone who needs to send digital files to each Newspaper Group. Clients can access Websend at: www.websend.com.au For support please call 1300 798 949.

Local Delivery Systems

MediaSpectrum

News Community Media is introducing an ad management system across the nation commencing with NSW, until this is launched please refer to the individual systems below. To ensure material is matched efficiently to the correct advertising booking, please ensure you provide the ad number (provided to you by your advertising consultant) when you submit your material in MediaSpectrum. For further information contact your advertising consultant.

Cumberland Newspapers - website is 'isendmyad', for more information visit www.my-ad.com.au/cngv3/

Supplied material must be Press Ready, PDF version 1.4, fonts embedded.

Files containing SPOT, LAB, RGB, ICC Profiles will not be accepted - please supply CMYK profiles only.

PDF's should be supplied to the final dimensions excluding printers marks (crop marks, page information etc). All files must be supplied before deadline. Cumberland newspapers cannot accept responsibility for the quality of digital artwork supplied.

Courier Newspapers - website is 'Addesk'.

The preferred delivery system for supplied PDF's created to Courier Newspaper specifications is via the web at www.addesk.com.au. AdDesk confirms the delivery of your advertisement and also checks if there are any problems, which you will be informed of by email.

- Please supply advertisements in PDF format made up to required sizes as outlined in the production specifications;
- PDF's made using Acrobat Distiller should be compatible with Acrobat 4 (PDF 1.3);
- When exporting to PDF please ensure that there are no registration marks and Transparency Flattener is set to HIGH;
- When sending a PDF please use the setting PDF/x-1a:2001.

Please contact the AdDesk helpline on 02 8062 2438 for assistance.

Leader Community Newspapers - AdTracker Online/ATOL (Display only)

To register on the ATOL system or for any queries, please call the Leader Copy Centre on (03) 9875 8146. Clients/agencies can locate the ATOL website at: www.atol.idpublicationsvic.com.au - No submission via email.

Acrobat Distiller Settings: Compatibility: Acrobat 4.0 PDF 1.3 (Optimise PDF must be off). Resolution: 1600dpi. Colour and Greyscale Images: Automatic (JPEG) Compression. Bicubic Downsampling to 240dpi. Image Quality: High. Monochrome Images: CCITT Group 4 Compression, Bicubic Downsampling to 1600 dpi. Fonts: Postscript fonts only (TrueType not accepted). Embed all fonts. (checked). NOTE: An Acrobat Distiller Job Options file can be downloaded from www.leaderterms.com.au. All files must be supplied before deadline. Leader will not take responsibility for errors if copy is received after deadline. Please refer to Leader's T&C's at the back of the ratecard. For complete Leader Newspapers Advertising Production Specifications, go to www.leaderterms.com.au or contact Leader Copy Centre on (03) 9875 8146.

Messenger Community News - email production@mng.newsltd.com.au

PDF hi-resolution files (min 300 dpi) in CMYK.

Community Newspaper Group - AdDrop

Link provided at material deadline. PDF Acrobat Distiller with compatibility Acrobat 4 PDF 1.3, use only postscript type 1 fonts, truetype fonts and composite fonts are acceptable but must be embedded or converted to curves.

Sun Newspapers - email materialinstructions@newscommunitymedia.com.au

PDF Format using Acrobat Distiller v4.0 or higher, Colour, CMYK, PDF 1.3, all fonts embedded.



Cumberland-Courier Modular Advertisement Sizes

Modules	Modular Code	Size - Tabloid - Newsprint (height x width)	Size - Large Format Magazine (height x width)	Size - Small Format Magazine (height x width)	3/4 Tabloid Real Estate
1 module	1M	90mm x 63mm	72mm x 64mm	n/a	n/a
	1MF**	55mm x 63mm	n/a	n/a	n/a
2 modules	2MW	90mm x 130mm	72mm x 130mm	62mm x 112mm	78mm x 126mm
	2MH	185mm x 63mm	146mm x 64mm	126mm x 55mm	n/a
	2MF**	55mm x 130mm	n/a	n/a	n/a
3 modules	3MW	90mm x 197mm	72mm x 196mm	n/a	n/a
	3MH	280mm x 63mm	220mm x 64mm	n/a	n/a
	3MF**	55mm x 197mm	n/a	n/a	n/a
4 modules	4M	185mm x 130mm	146mm x 130mm	126mm x 112mm	162mm x 126mm
	4MW	90mm x 264mm	72mm x 262mm	62mm x 226mm	78mm x 256mm
	4MH	374mm x 63mm	294mm x 64mm	n/a	n/a
	4MF**	55mm x 264mm	n/a	n/a	51mm x 264mm
	5 x 8	n/a	48mm x 262mm	n/a	n/a
	5 x 8 bleed*	n/a	79mm x 285mm	n/a	n/a
6 modules	6MW	185mm x 197mm	146mm x 196mm	n/a	n/a
	6MH	280mm x 130mm	220mm x 130mm	n/a	n/a
8 modules	8MW	185mm x 264mm	146mm x 262mm	126mm x 226mm	162mm x 256mm
	8MH	374mm x 130mm	294mm x 130mm	254mm x 112mm	n/a
9 modules	9M	280mm x 197mm	220mm x 196mm	n/a	n/a
12 modules	12MW	280mm x 264mm	220mm x 262mm	n/a	n/a
	12MH	374mm x 197mm	294mm x 196mm	n/a	n/a
16 modules	16M	374mm x 264mm	294mm x 262mm	254mm x 226mm	329mm x 256mm
	16M bleed*	n/a	320mm x 285mm*	275mm x 245mm*	n/a
32 modules (centre-spread)	32M	374mm x 550mm	n/a	n/a	329mm x 550mm

*These dimensions are the bleed size, not the document/trim size. Please refer to Gloss bleed page for correct bleed setup.

**Please note: Limited sizes available in certain publications, please refer to your Advertising Consultant for more details. Minimum display advertisement is one module.

Publication Listing

Tabloid - Newsprint

- Blacktown Advocate
- Canterbury-Bankstown Express
- Central Coast Express Advocate
- Central Coast Express Advocate Real Estate (Wyong Edition)
- Fairfield Advance
- Hills Shire Times
- Hornsby and Upper North Shore Advocate
- Inner West Courier (Thursday)
- Liverpool Leader
- Macarthur Chronicle
- The Manly Daily
- The Manly Daily Real Estate (Wednesday)
- Mt Druitt-St Marys Standard

- North Shore Times (Wednesday)
- Northern District Times
- Parramatta Advertiser
- Penrith Press
- Penrith Press Real Estate
- Rouse Hill Times

3/4 Tabloid Real Estate

- Hills Shire Times / Rouse Hill Times
- The Manly Daily (Saturday Newsprint)

Large Format Magazine

- Central
- Inner West Courier (Tuesday)
- The Mosman Daily
- North Shore Times (Friday)
- NORTHSIDE

- Southern Courier
- Wentworth Courier
- Central Coast Express Advocate (Real Estate)
- The Manly Daily (Saturday Gloss) (Real Estate)
- Northern District Times (Real Estate)

Small Format Magazine

- NINE TO FIVE
- Village Voice - Balmain

Bleed Dimensions - Gloss Publications

Gloss bleed dimensions

Please do not add crop marks on bleed advertisements. Ensure that all text and non bleed images (logos, etc) are contained within the Live Type area to ensure that they are not cut off when the page is trimmed. Only Gloss advertisements have bleed.

Large Format Magazine

	Live type (margins)		Bleed setup	
	16M / DPS	5 x 8	16M / DPS	5 x 8
Top	5mm	0mm	5mm	13mm
Bottom	11mm	9mm	5mm	5mm
Left	6.5mm	10mm	5mm	5mm
Right	6.5mm	10mm	5mm	5mm

Small Format Magazine

	Live type (margins)		Bleed setup	
	16M / DPS	16M / DPS	16M / DPS	16M / DPS
Top	4.5mm	4.5mm	5mm	5mm
Bottom	6.5mm	6.5mm	5mm	5mm
Left	4.5mm	4.5mm	5mm	5mm
Right	4.5mm	4.5mm	5mm	5mm

DPS (Double Page Spreads)

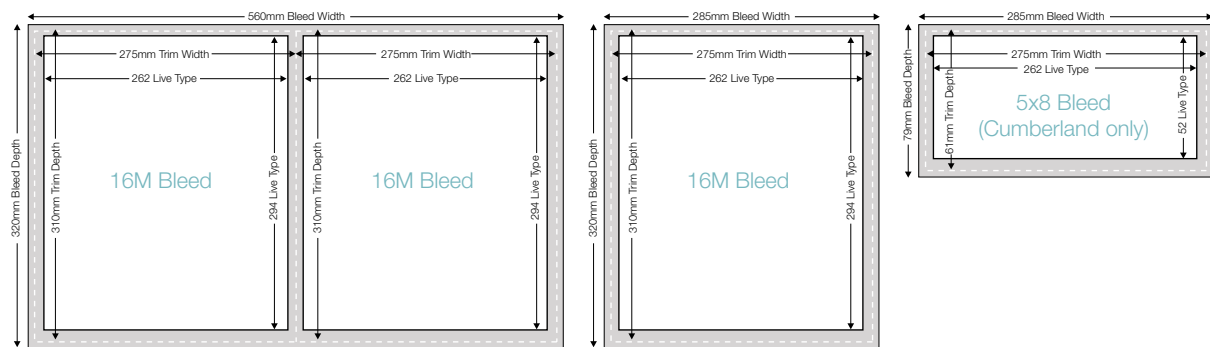
When supplying a DPS please make sure the document is made up as a two page document and exported as single page PDFs with bleed included but no crop marks. Please see below for how to setup a DPS in InDesign:

- Open a new document with the 16M bleed dimensions;
- Make sure Facing pages is unselected;
- When the document is open go to the Pages palette and insert another page after page one;
- Select both pages (one and two) and in the options select Keep Spreads Together;
- Then select page two and drag it onto page one;
- Make sure to keep text within the Live Type area (Margins);
- When the advertisement is finished export as separate PDFs with 5mm bleed all round.

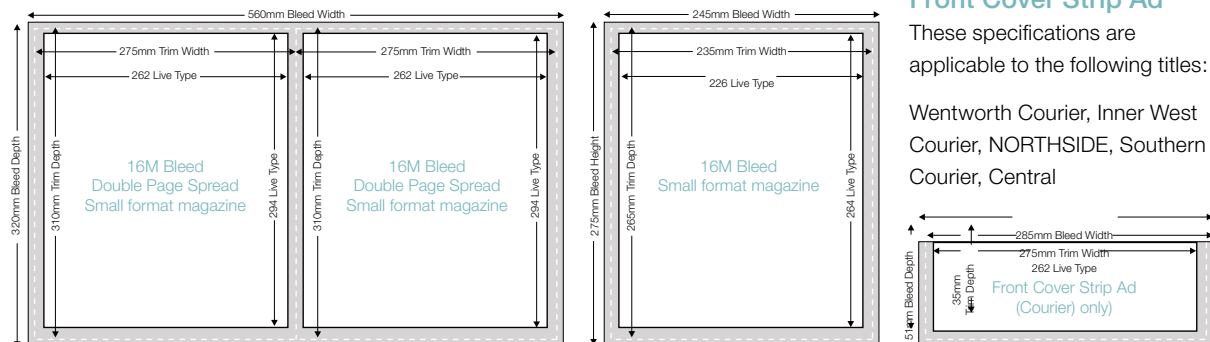
5 x 8 Bleed Advertisements

Please note: The top of a 5 x 8 Bleed advertisement does not actually get trimmed as it will sit beneath the editorial section but will be cut off 13mm from the top in our Cyber system. Ensure that all text and non bleed images (logos, etc) are contained within the Live Type area.

Bleed Diagrams - Large Format Magazine



Bleed Diagrams - Small Format Magazine



Bleed Diagrams - Front Cover Strip Ad

These specifications are applicable to the following titles:

Wentworth Courier, Inner West Courier, NORTHSIDE, Southern Courier, Central



Cumberland Newspapers

Photoshop Setup CMYK

	Newsprint	Gloss
Resolution	200dpi	266dpi
Separation type	UCR	GCR
Dot gain	30%	20%
Ink weight	230%	280%
Black limit	80%	90%
Highlight	Minimum 4%	Minimum 4%

Photo Hybrids (Butt to Gutter)

Hybrid advertisements must be supplied as two separate PDFs inclusive of extra width (refer to the table below for correct specifications). Please ensure the extra width does not contain text as it cannot be read in the gutters.

	Newsprint	Gloss	3/4 Tabloid Newsprint
Extra width required	24mm	12mm	20mm
Extra width RHP	12mm (left)	6mm (left)	10mm (left)
	12mm (right)	6mm (right)	10mm (right)

Material Specifications and File Delivery

Refer to page two of the specification section.

