

PRODUCT OFFERINGS



The Border Mail
a new world every day

2013/2014

GENERAL NEWS

IN PRINT

Comprehensive coverage of local news and issues.
- Published daily, Monday to Saturday

DIGITAL

www.bordermail.com.au
Breaking news and extended multi-media coverage

SPORT

Sports news, results, opinion and analysis
- Published daily

Super Sport liftout

- Published Monday, complete coverage of local, national and international sport

Footy tipping

- More than 1700 registered players, list of top 200 published each Wednesday during AFL season

Sports columns

- Dedicated weekly pages for Ovens and Murray football, basketball, cricket, tennis, horse racing, motorsport

Country footy

- Four pages of previews published Thursday

Stars

- Junior sport pictures and results published Tuesday

ENTERTAINMENT

Play

- Music, movies, technology, gig guide published Thursday

TV Mag

- TV listings and reviews: local radio published Wednesday

MAGAZINE

Weekend Pulse

- Interviews, feature articles, travel, gardening, motoring, fishing, puzzles, Full Stop with Mick McGlone
Published Saturday

PROPERTY

Domain

- Home listings, reviews, rentals, commercial, new homes and land
Published Saturday in *The Border Mail*
- Open house listings
Published Friday
- Domain.com.au



RURAL

Country Mail

News and market results, rural classifieds
- Published Saturday

EDUCATION

EM

Four-page liftout on local education news and events
Published Tuesday

LIFESTYLE

Fresh

- Fashion, fitness, food, wine, pets, Russell Watt, Taking the Plunge
Published Friday

TOURISM

Out & About

The premier visitor's guide to the Border and North East.
Published quarterly, 43,000 copies of the large format colour magazines are distributed through *The Border Mail* and tourist information centres. An online version is also available on 160 Fairfax websites across Australia with 1.6m monthly browsers.

GENERAL CLASSIFIEDS

- For sale, wanted to buy, amusements, public notices
Published daily

ANNOUNCEMENTS

- Births, birthdays, engagements, marriages, anniversaries
Published daily
- Death notices and memorial tributes
Published daily



ADVERTISEMENT SIZES

The Border Mail
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2013/2014



PRINTED ADVERTISEMENTS

Small Strip
6cm deep x 7 col

Medium Strip
8cm deep x 7 col

Quarter Page Strip
10cm deep x 7 col

Horizontal Half Page
19cm deep x 7 col

Full Page
38cm deep x 7 col

Vertical Half Page
38cm deep x 4 col

Vertical Third Page
38cm deep x 3 col

Vertical Quarter Page
38cm deep x 2 col

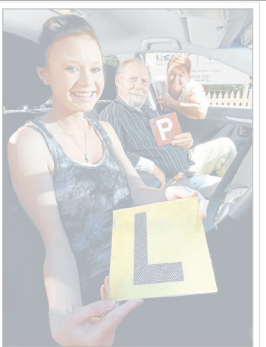
COLUMN SIZES

- 1 34mm
- 2 72mm
- 3 110mm
- 4 148mm
- 5 186mm
- 6 224mm*
- 7 262mm
- 14 1/2 544mm

*Classifieds only

Mentors to put youth in driver's seat

BY VICTORIA MACDONALD
UP to 30 young motorists in the North East will be mentored with driving experience over the next six months as part of the LRP mentorship program.
The scheme, which pairs novice drivers with voluntary supervisors as they work to obtain their licences, was launched in Warragamba in 2012 and has since expanded to the Shire of Macintyre, Macintyre and Albury regional areas.
The program has been under way in the Warragamba region since last year, with driving instructor Bill Batten, 70, at the helm. "I had to learn how to work and I don't really want to drive a manual," says the 19-year-old Victoria Macdonald, who is one of the 30 young motorists in the North East who will be mentored with driving experience over the next six months as part of the LRP mentorship program.



● Kelli driving student Victoria Macdonald, of Warragamba, with mentor Bill Batten and Albury LRP coordinator Rayley Crisp. (Photo: Bruce Hirst)

News

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● Kaye Morris is looking forward to the completion around the Berrima Monash Bridge. (Photo: Ian Macintyre)

Honour for pioneering engineer

Monash name for bridge

BY HOWARD JONES
A woman who has spent her life in the construction industry is to be honoured with the Berrima Monash Bridge name.
Kaye Morris, 70, has spent her life in the construction industry. She has worked on many projects, including the Berrima Monash Bridge. She is a pioneer in the industry and has been recognised for her contributions. The bridge is named in her honour to recognise her pioneering work in the industry.

Police dog was too late

AN INQUIRY into why a police dog was too late to find a missing child has been launched by the NSW Police Force.
The dog, a German Shepherd named 'Duke', was with the child when he disappeared. The dog was not with the child when he was found. The inquiry is looking into why the dog was not with the child when he was found. The dog was too late to find the child.

Oldest is even older, says family

LOS ANGELES: The family of the world's oldest woman, 114-year-old Misaki Omagari, says she is now 115.
The family says that Misaki is now 115 years old. She was born in 1900. She is the oldest woman in the world. Her family says that she is now 115 years old. She is still alive and well.

News

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Riverbank funds set to flow

BY SHARON MORRIS
The NSW Government has announced that it will fund the Riverbank project. The project is a major infrastructure project that will improve the Riverbank area. The government has committed to funding the project over the next five years. The project will create jobs and improve the quality of life in the Riverbank area.

Sykes seeks \$10m for damaged farms

BY SHARON MORRIS
The NSW Government is seeking \$10 million to help farmers who have been affected by the recent flooding. The government has committed to providing financial assistance to farmers who have lost their farms or have had their farms damaged. The government is looking for ways to help farmers who are in need of financial assistance.

Attendants 'lose cool'

BY SHARON MORRIS
A group of attendants at a recent event were accused of losing their cool. The attendants were accused of being rude and disrespectful to the guests. The event was a major event and the attendants were responsible for the guests. The attendants were accused of losing their cool and being disrespectful to the guests.

ASIO denies spies

BY SHARON MORRIS
The Australian Security Intelligence Organisation (ASIO) has denied reports that it is spying on its citizens. ASIO has stated that it is not spying on its citizens and that it is only collecting information that is necessary for national security. ASIO has denied reports that it is spying on its citizens and that it is only collecting information that is necessary for national security.

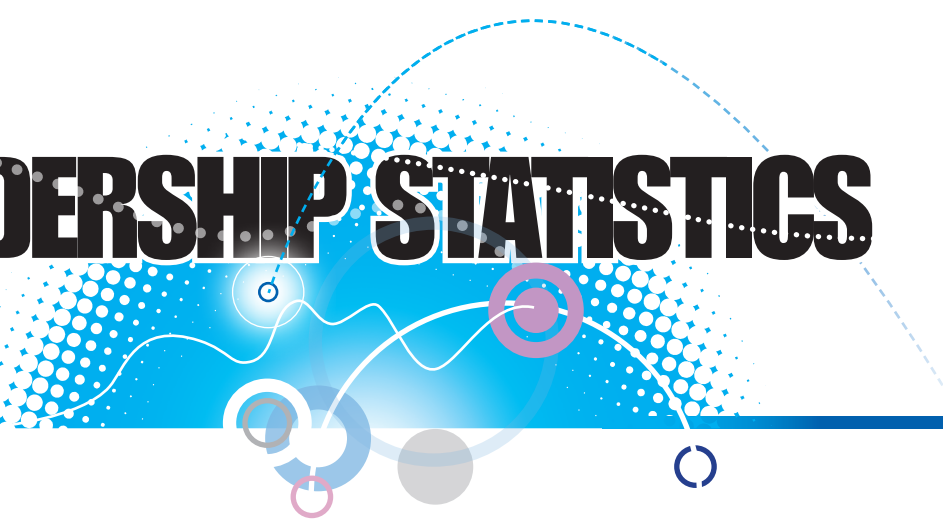
Police dog was too late

AN INQUIRY into why a police dog was too late to find a missing child has been launched by the NSW Police Force. The dog, a German Shepherd named 'Duke', was with the child when he disappeared. The dog was not with the child when he was found. The inquiry is looking into why the dog was not with the child when he was found.

READERSHIP STATISTICS

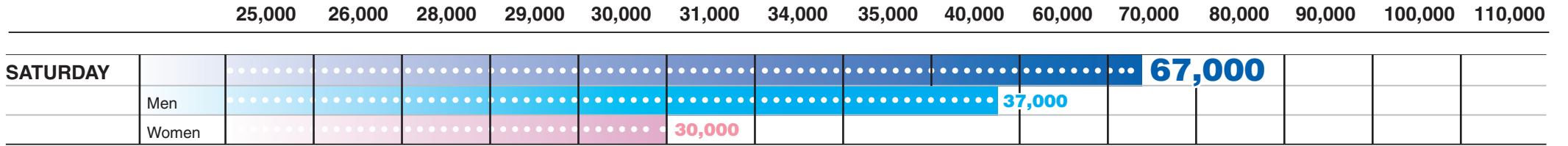
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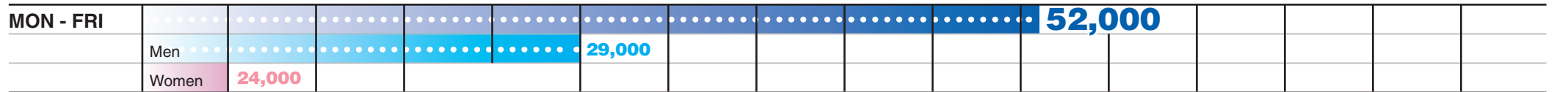


GENERIC READERSHIP INFORMATION

NUMBERS OF READERS DAILY



MONDAY - FRIDAY AVERAGE READERSHIP



*Source - Roy Morgan Research: June 2012

TRADING TERMS & ACCOUNT APPLICATIONS

The Border Mail
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2013/2014





PUBLICATION SPECIFICATIONS

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2013/2014

1 McKoy Street, Wodonga, Victoria, 3690.
Telephone: 02 6024 0555 Fax: 02 6021 8795
www.bordermail.com.au

November 2010 – Specifications Sheet: VERSION 1 (13/10/2010)
(These specifications may change due to technology changes.)

THE SPECIFICATIONS BELOW APPLY TO ALL PUBLICATIONS PUBLISHED BY THE BORDER MORNING MAIL

When sending adverts by email, please use the following address only:

adverts@bordermail.com.au
lineadverts@bordermail.com.au

(for all display and classified ads)
(use only for line classified ads)

CLIENTS PLEASE NOTE:

It is a great benefit to us if you name the file(s) which you supply to the Border Mail with some reference within the file name to what the ad is for, who is the supplier or who is the creator, etc ie: Melbcityengineere.pdf or 750angusbeefforsale.doc or AlburyCityPlumber10x2.pdf, etc.

ELECTRONIC AD TRANSFER AGENCIES – QUICKCUT or WESEND

We would prefer to receive files via these delivery services if you have access to them. These agencies will charge for their services.

For more information regarding their services please contact:

Adstream (Quickcut) **03 8696 5701** (reception) or
Toll Free 1300 768 988 (Tech Support)
via the web - www.adstream.com.au/quickcut/

Websend **03 8689 9000** (reception) or
Toll Free 1300 798 949
via the web - www.websend.com.au/

ACCEPTABLE FORMATS

- **PDF IS PREFERRED.** Please ensure that ALL fonts are embedded and files are flattened and have no transparency.
(This includes Base 14 fonts).
(See below for Technical Specifications.)
- **ADOBE ILLUSTRATOR** (CS2). Please ensure that ALL fonts are converted to outlines and graphics/pics are embedded.
The file must be made up for CMYK Colour.
- **FREEHAND 10.** Please ensure that ALL fonts are converted to paths and graphics/pics are embedded.
The file must be made up for CMYK Colour.
- **ADOBE PHOTOSHOP** (CS2). All files to be flattened. No extra channels. All files must be CMYK colour and the resolution 200 dpi/300 dpi and ink profile must be set up to suit correct specifications of final print job. (ie newsprint, commercial high gloss press, etc.)

TECHNICAL SPECIFICATIONS:

Adobe Acrobat Distiller 7 PDF Settings — Job Options for Newspaper Ads — 200 dpi settings

Under General

Compatibility: Acrobat 4.0 (PDF 1.3)
 Object Level Compression: Tags only
 Auto-Rotate Pages: Off
 Binding: Left
 Resolution: 1270 dpi (dots per inch)
 (Please remove any transparency and/or layers)

Under Images Options

Downsample: Bicubic Downsampling to 200 pixels per inch for images above 300 pixels per inch
 Compression: (JPEG)
 Image Quality: Maximum

Greyscale Images:

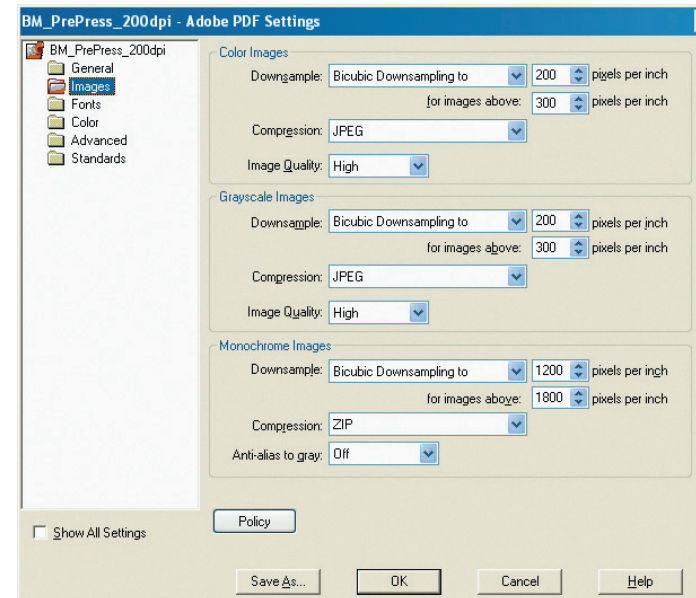
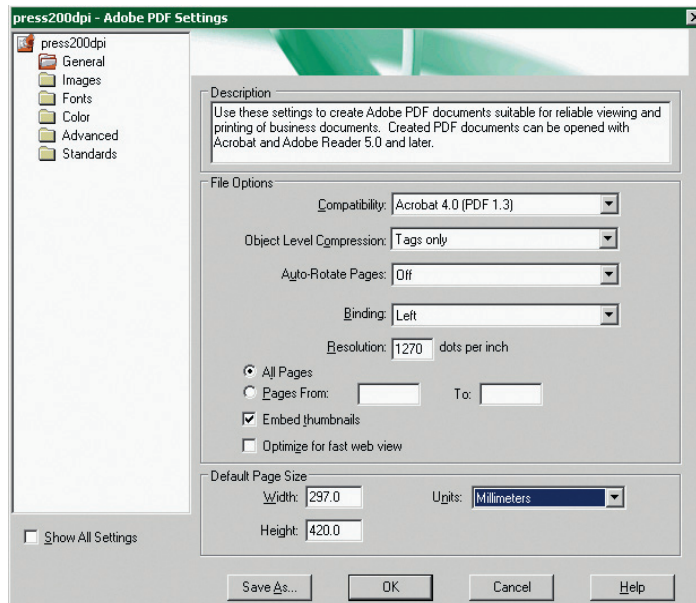
Downsample: Bicubic Downsampling to 200 pixels per inch images above 300 pixels per inch

Compression: (JPEG)
 Image Quality: Maximum

Monochrome Images:

Downsample: Bicubic Downsampling to 1200 pixels per inch for images above 1800 pixels per inch for images above 1800 pixels per inch

Compression: ZIP
 Anti-alias to grey: Off



If you are supplying ad material for any of the *The Border Mail A4* gloss magazines you will have to increase all the above image settings by 100 pixels per inch.

Color Images:
Greyscale Images:
Monochrome Images:

Downsample:
Downsample:
to be the same as above.

Bicubic Downsampling to 300 pixels per inch for images above 450 pixels per inch
Bicubic Downsampling to 300 pixels per inch for images above 450 pixels per inch

Under Fonts

Embed all fonts
Subset embedded fonts when percent of characters used is less than: 100%

Under Advanced

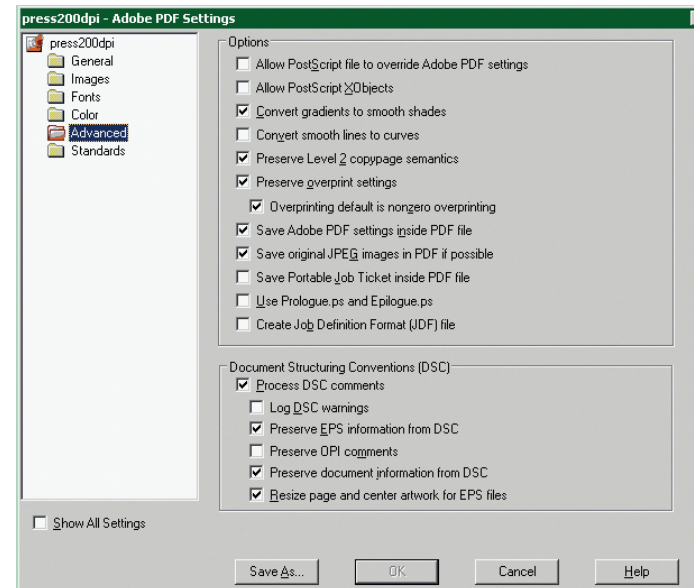
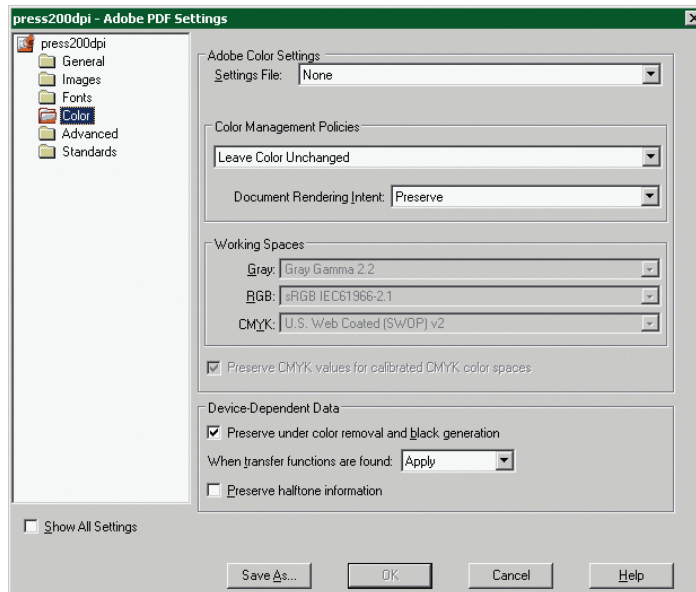
See the example on the next page.

Under Color

See the example on the next page.

Under Standards

You can leave the settings as default



Supplying digital artwork newspaper GOSS UniLiner S Press settings

Digital Art: - EPS files with embedded fonts.

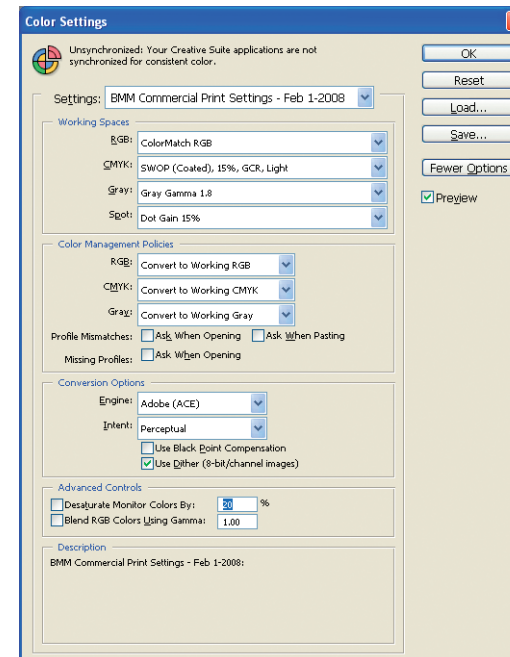
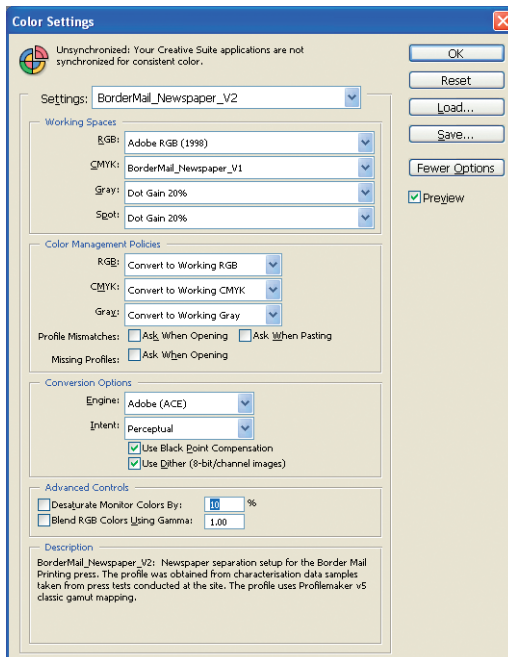
Macintosh Format with TIFF preview (or files saved as PC format with TIFF preview)

Colour Requirements:	Screen ruling B/W:	100 lines per inch – 200 pixels per inch			
	Screen ruling Colour:	100 lines per inch – 200 pixels per inch			
	Colour Profile:	Border Mail Profile (Can be supplied on request)			
	Bleed:	None			
Image Resolution:	Tone:	200 pixels per inch (colour and greyscale)			
	Bitmap:	1270 lines per inch.			
Colour Breakdown:	BMM Red	0 cyan	100 magenta	80 yellow	0 black
	BMM Reflex Blue	100 cyan	65 magenta	0 yellow	0 black
	BMM Green	100 cyan	0 magenta	90 yellow	0 black

Photoshop settings for *The Border Mail* UniLiner printer press and *The Border Mail* commercially printed magazines

Photoshop Colour Settings
for *The Border Mail* Goss UniLiner S Press
The Border Mail Profile is available on request.

Photoshop Colour Settings
for *The Border Mail* commercial magazines
The Border Mail commercial profile is available on request



**THE BORDER MAIL,
COUNTRY MAIL and DOMAIN (Real Estate)
PAGE DIMENSIONS:**

Page/Ad Sizes:	Width	x	Depth
<i>Single Page:</i>	262 mm	x	380 mm.
<i>Double Page:</i>	544 mm	x	380 mm.
<i>Spread:</i>	Gutter Bleed on Double Page Spread: Gutter 20 mm.		
Column Sizes:	1 column = 34 mm 2 column = 72 mm 3 column = 110 mm 4 column = 148 mm 5 column = 186 mm 6 column = 224 mm 7 column = 262 mm		



OTHER MAGAZINE SIZES (Mini Tabloid):

Page/Ad Sizes:	Width	x	Depth
Single Full Page:	254 mm	x	324 mm
Half Page Horizontal:	254 mm	x	158.5 mm
Half Page Vertical:	127 mm	x	324 mm
Quarter Page Vertical:	127 mm	x	158.5 mm
Third Page Vertical:	80 mm	x	324 mm
Third Page Horizontal:	254 mm	x	104 mm
Sixth Page Vertical:	80 mm	x	158.5 mm
Eighth Page Vertical:	127 mm	x	76 mm
Strip Ad:	254 mm	x	76 mm

COMMERCIAL PRINTED GLOSSY MAGAZINE SIZES (A4):

Baby To Toddler and Border Brides

Page/Ad Sizes:	Width	x	Depth
Single Full Page:	185 mm	x	272 mm
Half Page Horizontal:	185 mm	x	134 mm
Half Page Vertical:	91 mm	x	272 mm
Quarter Page Horizontal:	185 mm	x	65 mm
Quarter Page Vertical:	91 mm	x	134 mm
Eighth Page Vertical:	91 mm	x	65 mm

PROGRAMS THE BORDER MAIL USES

QuarkXpress 6.1/6.5	Adobe Illustrator CS4	Adobe Acrobat 7 Distiller
Freehand 10	Adobe InDesign CS4	Adobe Acrobat 7 Professional
	Adobe Photoshop CS4	



Please remember that suppliers of digital advertising are responsible for checking the quality and integrity of their files before submission to *The Border Mail*.

CLIENTS PLEASE TAKE NOTE

It is a great benefit to us if you name the file(s) which you supply to the Border Mail with some reference within the file name to what the ad is for, who is the supplier or who is the creator.

ie: Melbcityengineere.pdf or 750angusbeefforsale.doc or AlburyCityPlumber.pdf, etc. We receive many files with names such as Saturday Ad.doc, BMadvert.pdf etc

In summary, *The Border Mail* will reject digital files which contain:

- Ads which have been made up in Microsoft Word or Publisher.
- Logos which have been embedded in Word documents.
- Fonts which have not been embedded and also are artificially stylised
- Fonts which are Double Byte Fonts or CID Fonts. These fonts are Asian character fonts.
- Elements saved in RGB or LAB colour mode instead of CMYK and will recommend a digital file is resupplied if it contains:
- Images with an effective resolution below 150 dpi. Remember *The Border Mail* cannot take responsibility for accurate reproduction of advertisements if:
- PDF files are created from applications other than Adobe Acrobat Distiller
- Images have an effective resolution (dpi) which is less than twice the screen ruling
- Type size is below 7 points and reversed type below 9 points

If you have any questions regarding the submission of digital advertising to *The Border Mail*, please contact your *Border Mail* account representative or the Prepress Department.

For more detailed explanation of the main errors which occur in digital files and important points to keep in mind when preparing and submitting digital files to *The Border Mail*, please read the following.

PDF files must only be created using Adobe Acrobat Distiller – no other applications.

Some applications such as Adobe InDesign, Adobe Photoshop, Adobe Illustrator and Macromedia Freehand allow you to create PDF files from directly within the program, but due to the extremely complex nature of image/plate setters and greater control with pre-flighting, it is recommended that a postscript file is first created and that file then distilled with Adobe Acrobat Distiller. We have had problems with text and other elements dropping off PDF files where they are created in other applications.

All files must be prepared for process colour (CMYK) separations - SPOT COLOURS will be automatically converted to equivalent CMYK process colours at *The Border Mail*.

- Be aware when spot colours are converted to CMYK the colours may look slightly different when converted.
- Spot colours are not used at *The Border Mail*. It is your responsibility to convert all spot colours to CMYK.

Your digital file will be rejected by *The Border Mail* if fonts are not embedded. Fonts must be embedded in the final file and should therefore be active on your system at the time of creating the PDF file.

Choose type size carefully. *The Border Mail* recommends that you do not use type size smaller than 8 points as this is difficult to read. Reverse type smaller than 12 points may not reproduce well and serif and non-bold fonts smaller than 10 points may disappear into reverse areas.

Images and graphics must be Grayscale or CMYK. Your file will be rejected by *The Border Mail* if it contains elements saved in the RGB or LAB colour mode.

Images with an effective resolution below 200 dpi are not recommended.

The Border Mail will check files and advise clients if their file contains an image with an effective resolution below 150 dpi. However, *The Border Mail* cannot take responsibility for quality reproduction of an image with lower than optimum resolution which is twice the screen ruling (lines per inch) of the target publication. For example, 100 screen ruling would require a resolution of 200 dpi (dots per inch).

Sometimes when an image has been enlarged in the application, the effective resolution of the file reduces.

If you are aware that you are supplying a low resolution image and wish to proceed, please advise *The Border Mail* at the time of submission – this will save valuable time.

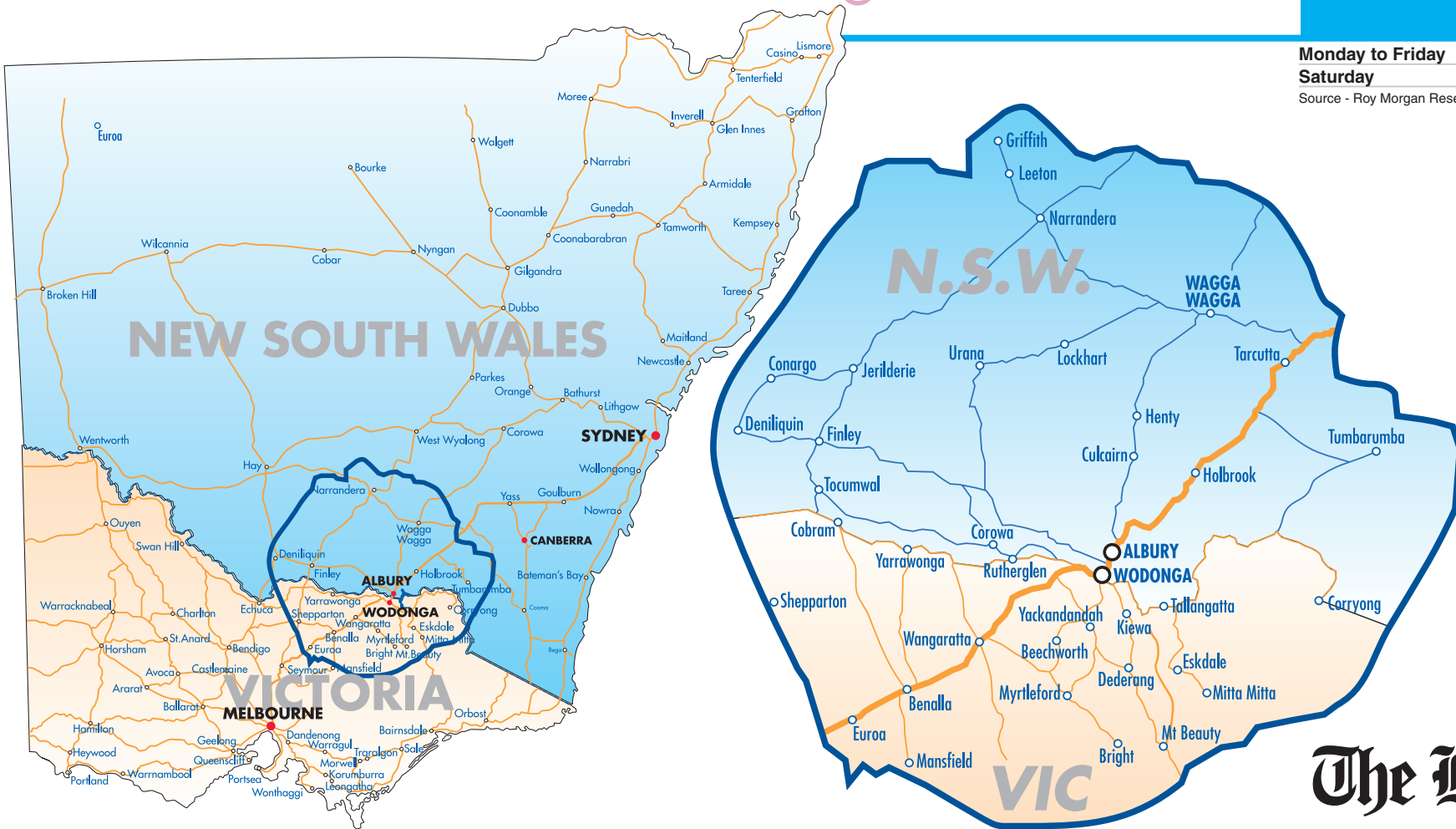
Please read the following document preparation tips for trouble-free reproduction of your ad.

- When saving images in Photoshop, delete any extra channels and flatten the image. EPS files should be saved with No Halftone screen and do not include transfer function.
- For optimum results, do not enlarge images more than 15% or reduce the images by 15%.
- When placing images in the document, round off enlargement/reduction percentages.
- Don't create complex clipping paths in Adobe Photoshop or complex paths in Adobe Illustrator. Doing so will make your job hard or sometimes impossible to image. A complex path is one that has many control points.
- Ensure picture boxes are coloured white except for deep etched images. Don't use the "none" background colour for QuarkXPress/Adobe InDesign picture boxes which contain TIFF images. Doing so can cause jagged edges on the picture in the final printed job.
- Coloured text with a black drop shadow should be set to "Knockout". Otherwise, the black drop shadow may overprint the coloured text.
- Ensure white text/elements are set to "Knockout".

REACH OUT FURTHER

The Border Mail
a new world every day

2013/2014



READERSHIP

Monday to Friday	53,000
Saturday	67,000

Source - Roy Morgan Research: February 2012

REACH
REACH YOUR AUDIENCE
REACH YOUR TARGET
REACH YOUR POTENTIAL
REACH YOUR MARKET

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ADVERTISING REQUIREMENTS

The Border Mail
a new world every day

2013/2014

- *The Border Mail* reserves the right to refuse any material that is considered unsuitable for publishing
 - While all care will be taken to publish advertisements, no liability can be accepted for misplacement or omission.
 - *The Border Mail* cannot guarantee a level of response or be held responsible for poor response to a placed advertisement or campaign.
- The advertiser undertakes that the advertisement or insert is not in any way misleading or deceptive and that it does not contravene and Federal, state or international laws and does not contradict any advertising industry codes.
 - The advertiser and or their representative agency jointly agree to indemnify *The Border Mail* against any liability or potential liability for any penalty, damages, costs or otherwise arising from publication of advertisements.

Advertorial / Editorial Style Advertisement

Design

Advertisements must not be in a form that copies the General design of *The Border Mail*

Type

Advertisers must not use the same typeface as the host publication

Header

Advertisements must have the word "Advertisement" centred at the top and breaking into the border. "Advertisement" must be set in a minimum 14 point for a full page and a minimum of 10 point for smaller size advertisements.

Advertorial / Editorial Style

Deadlines

Deadlines for advertorial / editorial style advertisements and for special publications or features may vary from those printed in this document. Please check with your sales representative for more details. Note: Days prior excludes weekends and public holidays.



CREATIVE LAYOUT OPPORTUNITIES

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2013/2014