

## ADVERTISING SPECIFICATIONS

### DELIVERY

- Pagestore
- Email: Ensure subject field includes client name, size and publication date; only one attachment per email; confirm email address with Sales Consultant.
- CD: Delivered to Sales Consultant.
- No compensation or responsibility will be assumed by Taranaki Newspapers if material is delivered after deadline; always make allowance for file transmission or delivery time.

### FILE FORMATS

- Adobe PDF: Export as EPS, then PDF using Adobe Distiller; no multi-page PDFs; all fonts and graphics embedded.
- EPS: All fonts and graphics embedded.
- Graphics ie photos or logos, should be supplied as JPG, EPS or TIF.
- 200dpi for newsprint; 300dpi for magazine; lineart/mono at least 800dpi.

### TYPE / DESIGN

- Avoid small process colour text and small superimposed text on colour (ie under 18pt and particularly serif fonts) – it will not reproduce well.
- Registration variations will occur from time to time – your advertisement should be designed with this in mind.

### COLOUR

- CMYK (cyan magenta yellow black).
- Avoid process black text.
- Objects not intended to overprint should be set at 99% of solid colour.
- Total ink weight should not exceed 230%.

Allow for 30% dot gain.

### COLUMN SIZES (mm)

*Taranaki Daily News (broadsheet)* – Full page ROP = 54cm x 10col; Full page Classified = 54cm x 11col

Columns	1	2	3	4	5	6	7	8	9	10	11
Editorial (ROP)	34	72	110	148	186	224	262	300	338	376	
Classified	32	66	100	134	168	202	236	270	304	338	372

Double page spread dimensions 540x776

*Midweek, Star, Your Property Weekly (tabloid)* – Full page ROP = 37cm x 7col; Full page Classified = 37cm x 8col

Columns	1	2	3	4	5	6	7	8
Editorial (ROP)	34	72	110	148	186	224	262	
Classified	32	66	100	134	168	202	236	270

Double page spread dimensions 370x550

### CONTACTS

For general queries, contact our  
 Digital Delivery Administrator 06 757 6860  
 Design Centre Manager 06 757 6841  
 Sales Consultants (display) 06 757 6854  
 Agencies (bookings) 06 757 6860

## ADVERTISING DEADLINES

### SUMMARY

- 2 full working days for Display
- 5 full working days for 'in the paper' Features; 10 full working days for pre-printed Features
- 12 noon working day prior for Classified Set

### NOTES

- Display = Editorial (ROP) and Classified (Semi-Display) styles.
- Features = Display style advertising features - both in the paper, and pre-printed.
- Complete material delivery = Display advert that is supplied complete electronically as per our specs; space must be booked as per Display booking deadline.
- Classified (semi-display) 'complete material' can often have a later booking deadline - please ask.
- Classified Set = Typeset in 'classified style' by our Call Centre team



INSERTION DAY	DISPLAY (booking & copy)	COMPLETE MATERIAL DELIVERY	CLASSIFIED SET
Monday	Wednesday 4pm	Friday 2pm	Friday 12 noon
Tuesday	Thursday 4pm	Monday 2pm	Monday 12 noon
Wednesday	Friday 4pm	Tuesday 2pm	Tuesday 12 noon
Thursday	Monday 4pm	Wednesday 2pm	Wednesday 12 noon
Friday	Tuesday 4pm	Thursday 2pm	Thursday 12 noon
Saturday	Wednesday 4pm	Friday 2pm	Friday 12 noon
Your Property Weekly	Tuesday 4pm (Wed 4pm if complete material')	Thursday 2pm	



Wednesday	Friday 4pm	Tuesday 2pm	Tuesday 12 noon
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Thursday	Monday 12 noon	Wednesday 2pm	Tuesday 4pm
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### CONTACTS:

Classified Call Centre 06 759 0802 or classifieds@dailynews.co.nz

Display Sales Consultants 06 757 6854

Agencies (display) 06 757 6860