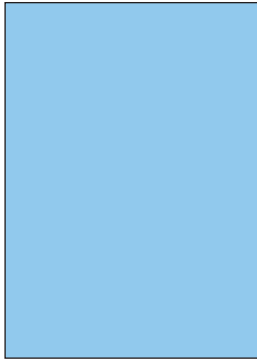
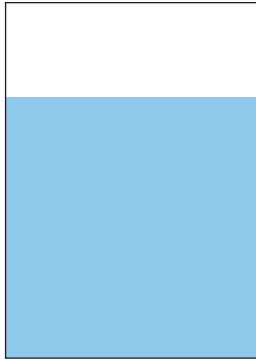


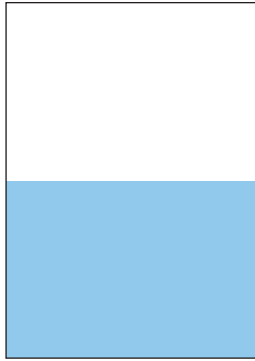
PRW STANDARD ADVERTISEMENT SIZES



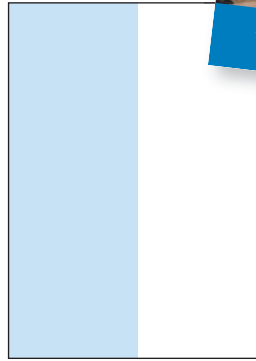
Full page
Trim:
 Width: **270mm**
 Height: **380mm**
Bleed:
 Width: **290mm**
 Height: **390mm**



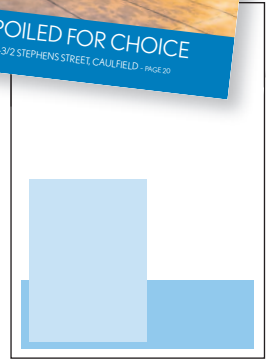
Three Quarter page
Trim:
 Width: **270mm**
 Height: **273mm**
Bleed:
 Width: **290mm**
 Height: **283mm**



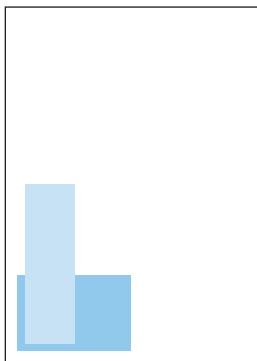
Half page horizontal
Trim:
 Width: **270mm**
 Height: **185mm**
Bleed:
 Width: **290mm**
 Height: **195mm**



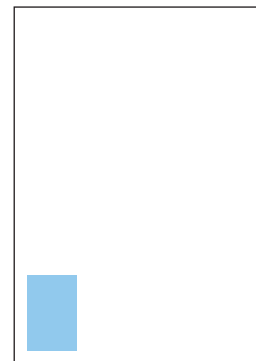
Half page vertical
Trim:
 Width: **130mm**
 Height: **380mm**
Bleed:
 Width: **150mm**
 Height: **390mm**



Quarter page
Horizontal
 Width: **245mm**
 Height: **83mm**
Vertical
 Width: **120mm**
 Height: **170mm**



Eighth
Horizontal
 Width: **120mm**
 Height: **83mm**
Vertical
 Width: **57mm**
 Height: **170mm**



Module
 Width: **57mm**
 Height: **83mm**

Full page, three quarter page and half page ads must be provided with 5mm of bleed on all sides at the bleed dimensions stated – no trim marks required

• Text must be 15mm away from trim edge.

Standard sizes – price per insertion

	Casual	2 to 4 consecutive insertions	5 or more consecutive insertions
Module 57mm x 83mm	\$365 ^{+GST}	\$295 ^{+GST}	\$250 ^{+GST}
Eighth 57mm x 170mm or 120mm x 83mm	\$730 ^{+GST}	\$580 ^{+GST}	\$495 ^{+GST}
Quarter 120mm x 170mm or 245mm x 83mm	\$1200 ^{+GST}	\$1100 ^{+GST}	\$980 ^{+GST}
Half 270mm x 185mm or 130mm x 380mm	\$2100 ^{+GST}	\$1865 ^{+GST}	\$1660 ^{+GST}
Three Quarter 270mm x 273mm	\$2890 ^{+GST}	\$2460 ^{+GST}	\$2270 ^{+GST}
Full 270mm x 380mm	\$3460 ^{+GST}	\$3080 ^{+GST}	\$2710 ^{+GST}

Double page spread – Trim: 540mm (wide) x 380mm (high)
 – Bleed: 560mm (wide) x 390mm (high)

POA
 No text over gutter

Deadlines

Booking by: **Monday 12 noon** Artwork by: **Tuesday 12 noon**
 PRW is published each Friday

Artwork specifications

Accepted media

Email (up to 6MB)
CD Rom
DVD Rom
USB flash memory devices

ALL DISKS MUST BE MACINTOSH COMPATIBLE

Preferred format

PDF (font included)
We accept high-resolution pdf files, distilled using “press” job options in Acrobat Distiller.
We ONLY accept pdf files distilled from original Quark Xpress, Indesign, Illustrator or CorelDraw documents.

WE DO NOT ACCEPT PDF FILES DISTILLED FROM PHOTOSHOP, PUBLISHER OR WORD DOCUMENTS

When setting your PDF preferences, please use the following as the minimum standard:

- Colour image compression: JPEG medium, downsample to 240dpi
- Grey image compression: JPEG medium, downsample to 240dpi
- Monochrome images: CCITT group 4, 2400dpi
- All fonts must be embedded

Please ensure that all colour is CMYK.

FILES WITH RGB OR SPOT COLOUR WILL NOT BE ACCEPTED

We also accept the following formats upon request:

Quark Xpress 8.5

All images and fonts to be included as separate files.
All colour must be separated as CMYK (not RGB, spot, Pantone, etc).

Adobe Illustrator CS3 or lower

All colour must be converted to CMYK (this includes imported graphics).
All images to be included as separate files.
Illustrator files must be saved as EPS (8 bit preview) format and all type outlined.

Fonts

All fonts used must be supplied.

Type

Minimum type size:

made from one process colour	7pt
made from two process colours	9pt Bold
made from three process colours	12pt Bold

Total ink limit for these should not exceed 230%.

Black type should be made from 100% black only. Not all four colours. Four colour black text will register badly and become unreadable.

Screened Type should be a minimum tint of 60%.

Minimum Reversed Type:

reversed out of one process colour	9pt
reversed out of more than one process colour	12pt

When choosing type for reverses, remember sans serif type faces such as Helvetica will always reproduce better than serif typefaces like Times as the serifs have a tendency to fill in and disappear.

Colour

All colour must be converted to CMYK (not RGB, spot, Pantone, etc.).

Graphics or Images

We support Illustrator and Photoshop files in EPS (binary encoded, 8 bit preview) and TIFF formats. We require high resolution scans – 240dpi (100lpi) at 100%.

We recommend that any original image is not enlarged any more than 10% for quality reproduction.

Dot gain

Please allow for up to 30% dot gain in Photoshop printing inks setup.

Maximum ink weight

The total ink weight used should not exceed 230%. If this is exceeded, it can hinder drying, trimming, folding and could scuff or set off.

For further clarification of artwork specifications, please contact PRW on 03 8531 8900

PRW cannot be held responsible for inaccuracies in supplied artwork.