

THE WEEKLY REVIEW

MATERIAL GUIDE

STONNINGTON & BOROONDARA, BAYSIDE & PORT PHILLIP

The Weekly Review material advertising guidelines have been put in place to ensure the high quality of our magazine is maintained. Our goal is to ensure maximum impact of the advertising message for our clients and readers.

Cleaner ads create better cut-through of advertising.

- Only tasteful ads will be accepted as they must fit the premium environment of TWR.
- Domain Victoria reserves the right to refuse any advertisement.
- Please ensure the material supplied complies with the guidelines below prior to submitting to ensure the delivery of the advertisers media schedule to market, in line with Domain Victoria's terms and conditions.

Advertiser's general rules

- **No overt sale, retail or cluttered ads anywhere in the book.**
- All material should be clearly identifiable as an advertisement. We do not accept advertorials or ads containing editorial design*. Clients may be asked to add the word ADVERTISEMENT on material at the discretion of the editor.
- Material supplied must comply with a 30% text vs. 70% pictorial ratio. (Public notices and charity ads exempt.)
- Advertisements displaying price points will need to comply with the following format ratios at a maximum: nine price points on full pages, six on half pages, and four on quarter pages. This excludes outside back covers, supercovers, wraps and inside front cover positions (refer to specific guidelines). Additional product placement requires prior approval. Any ratios outside of this must be approved prior to booking.

Outside back cover

- We do not accommodate real estate, builders, developers, retirement villages or schools on outside back covers.
- Only premium-style advertising accepted
- Material should have maximum impact with minimal text and one clear message
- No overt retail-type ads with point of sale
- Material supplied must comply with a 30% text vs. 70% pictorial ratio
- Motoring ads can have a hero image with four smaller images
- No coupons
- Given the gloss premium nature of the magazines, Domain Victoria encourages the use of photographic images and monochromatic block tones for background where there is no image.

Inside front cover

- Only premium style advertising accepted
- We do not accommodate real estate advertising on the inside front cover
- Material should have maximum impact with minimal text with one clear message
- No overt retail-type ads with point of sale
- Material supplied must comply with an 30% text vs. 70% pictorial ratio
- Motoring ads can have a hero image with four smaller images
- No coupons

If unsure, please email an image of your material to your TWR account manager for approval prior to material deadline to avoid disappointment. Domain Victoria reserves the right to refuse to run material received after deadline that has not been pre-approved.

Cancellation fees apply if unacceptable material is submitted and material is rejected.

*Editorial design devices include but are not limited to:

- Heading
- Precede
- Picture with caption
- Quotes
- Columns of text formatted in the TWR style
- TWR fonts
- TWR layout devices — deep etches, price bubbles etc.

Valid from October 2016 & subject to change.

MEET

TALK

PLAY

EAT

DOMAIN

LIVE

DRINK

LEARN

STAY

WIN

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IVANHOE & VALLEY, SOUTH EAST, MOONEE VALLEY

MELBOURNE TIMES, EASTERN & CITY

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General Rules

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Outside back cover

- We do not accommodate real estate agents, builders, developers, retirement villages or schools on the outside back covers.
- Only premium-style advertising accepted
- Material should have maximum impact with minimal text.
- Retail-type ads with point of sale should be limited to four products
- Motoring ads can have a hero image with four smaller images
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