

# Sizes, Deadlines and Specs

# Print and classifieds advertising specifications

News Corp Australia is leading the world in colour news printing. To achieve our consistently high quality, we've dedicated years of research to develop the clearest colours, the cleanest whites and the sharpest blacks in the world of newsprint. To pass on these achievements to our advertisers, we insist on trade houses adhering to some simple yet strictly enforced procedures. This enables you to achieve the best possible results from the fastest newspaper presses in the world.

## Newscolour quality control

News Corp Australia specifies GCR. Grey Component Replacement (GCR) is the procedure used in the colour separation process to reduce, or remove a grey component made up of yellow, magenta and cyan inks and replace it with a suitable amount of black ink.

The application of GCR improves shadow detail, reduces ink weight and renders cleaner colours on newsprint with less set off to other pages. For these reasons Newscolour specifications insist that the colour separator apply GCR.

Please note: replacement of more than 70% of the grey component may result in a coarse (grainy) reproduction, therefore it is essential the scanner operator assess the original material and use the appropriate percentage of GCR. Call our Quality Control Manager on 1300 557 418 to assist you with expert knowledge outlining the GCR process.

## Four colour requirements

- ▶ **Image resolution** 200dpi @ 100%
- ▶ **Print sequence** Cyan, Magenta, Yellow, Black
- ▶ **Dot shape** Round

## Tone reproduction guidelines

	C	M	Y	K
Highlights				
Catchlights	0%	0%	0%	0%
Highlights	0%	0%	0%	0%
Non-essential whites	0%	0%	0%	0%
Essential whites	3%	2%	2%	0%

## Midtones

Allow for 30% dot gain. Keep midtones open for newspaper stock (more than for magazine separations, to compensate for dot gain).

## Shadows

1. A maximum total shadow end density not to exceed 230%.
2. To allow ink trapping, limit Cyan, Magenta & Yellow to 90%.
3. Halftone Black limit is 80%.

## Black & white material requirements

### Monochrome

- ▶ **Image Resolution:** 200dpi @ 100%
- ▶ **Catchlights:** 0%
- ▶ **Non-essential whites** 0%
- ▶ **Essential whites** 2%
- ▶ **Midtones** Allow for 30% dot gain

## Mechanical requirements

### Tabloid format image size

- Single page:** 380mm x 262mm (no bleed available)
- Double page spread:** 380mm x 551mm (incl. gutter bleed)

### Spot colour

There are eight News Corp Australia spot colour inks available and each of these can be broken down into process with one solid ink element.

Therefore spot colour jobs should be supplied as process 'spot ready' separated files, to take advantage of the increased placement options within our publications.

<b>Spot 1</b> 100% M
<b>Spot 2</b> 100% C • 95% Y
<b>Spot 3</b> 100% Y
<b>Spot 4</b> 100% C • 60% M
<b>Spot 5</b> 100% C
<b>Spot 6</b> 100% M • 90% Y
<b>Spot 7</b> 50% M • 100% Y
<b>Spot 8</b> 100% C • 40% M

Please note: certain PMS colours are difficult to emulate with process colours on newsprint. The News Corp Australia Advertising Quality Control Manager will be happy to assist you in this selection if you have difficulty. Please telephone 1300 557 418.

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# Modular advertisement size

Product	Depth (mm)	Width (mm)
M12x12 (Double Page Spread)	380	551
M6x12 (Half Page Spread)	188	551
M3x12 (Quarter Page Spread)	92	551
M12x6 (Full Page)	380	262
M6x6 (Half Page Horizontal)	188	262
M4x6 (Large Strip)	124	262
M3x6 (Medium Strip)	92	262
M2x6 (Small Strip)	60	262
M12x4 (Dominant)	380	174
M9x4 (Portrait)	284	174
M3x4	92	174
M12x3 (Half Page Vertical)	380	129
M6x3 (Quarter Page)	188	129
M5x3	156	129
M4x3	124	129
M3x3	92	129
M12x2 (Third Page Vertical)	380	85
M6x2	188	85
M5x2	156	85
M4x2	124	85
M3x2	92	85
M2x2	60	85

## Tabloid 380mm x 262mm

### PDF's

Supplied material must be Press Ready, PDF version 1.4. All PDFs must be CMYK, supplied to the correct dimensions, no printers marks and with all fonts embedded. All files must be supplied BEFORE Deadline.

**Alterations will not be made to supplied PDFs. Replacement material must be supplied.**

Press ready ads can also be delivered via Quickcut or AdDrop.

### Emailed material for ad make-up

Send any Ad Copy including text, imagery and logos to your account manager.

- Jpegs supplied should be set to a minimum of high.
- Images embedded in Microsoft Word documents are NOT acceptable.
- All text is to be supplied in a Microsoft Word doc
- External email limit is 5MB.

### Photoshop setup CMYK (Newsprint)

- Resolution - 200dpi
- Ink Weight - 230%
- Separation Type - GCR
- Black Limit - 90% (Recommended)
- Dot Gain - 30%
- Highlight set at a minimum of 3%

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# Artwork Delivery

## Delivery

### Eproof

- Eproof is a free online service offered to all advertisers, allowing more control and flexibility when submitting, proofing and approving advertisements at the convenience.

### AdDrop

- AdDrop is the preferred delivery system for press ready PDFs.
- Supply all ads in our recommended PDF format made to correct size, no printer marks and with fonts embedded as indicated in these specifications.

### Additional enquiries

- Contact Media Support on 1300 557 418 (option 2).

### Specification enquiries

- Contact Quality Control on 1300 557 418 (option 3) or email [qcsupport@newsLtd.com.au](mailto:qcsupport@newsLtd.com.au)

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# Display deadlines

## Booking Deadlines

## Material Deadlines

Published	Section	Booking	Copy	Complete Material	Cancellation
<b>Monday</b>	General News Just Footy	Thursday 2pm Thursday 2pm	Thursday 2pm Thursday 2pm	Friday 10am Friday 10am	Thursday 2pm Thursday 2pm
<b>Tuesday</b>	General News	Friday 2:30pm	Friday 2:30pm	Monday 12 noon	Friday 2:30pm
<b>Wednesday</b>	General News Business Week Mid Week Realty <b>SUN NEWSPAPERS</b>	Monday 10am Monday 10am Monday 10am <b>Friday 2pm</b>	Monday 10am Monday 10am Monday 10am <b>Monday 10am</b>	Tuesday 12noon Tuesday 12noon Tuesday 12noon <b>Tuesday 10am</b>	Monday 10am Monday 10am Monday 10am <b>Friday 2pm</b>
<b>Thursday</b>	General News Entertainment Guide What's On Fishing NTBR (Northern Territory Business Review)	Tuesday 10am Tuesday 10am Tuesday 5pm Tuesday 10am One week prior	Tuesday 10am Tuesday 10am Tuesday 5pm Tuesday 10am One week prior	Wednesday 12 noon Wednesday 12 noon Wednesday 12 noon Wednesday 12 noon Two days prior to edition date	Tuesday 10am Tuesday 10am Tuesday 10am Tuesday 10am One week prior
<b>Friday</b>	General News Just Footy	Wednesday 10am Wednesday 10am	Wednesday 10am Wednesday 10am	Thursday 12noon Thursday 12noon	Wednesday 10am Wednesday 10am
<b>Saturday</b>	General News Saturday Extra Real Estate CarsGuide CareerOne	Thursday 10am Thursday 10am Wednesday 11am Wednesday 12noon Thursday 10am	Thursday 10am Thursday 10am Wednesday 3pm Wednesday 12noon Thursday 10am	Friday 10am Friday 10am Thursday 4pm Thursday 2pm Thursday 12 noon	Thursday 10am Thursday 10am Wednesday 11am Wednesday 12noon Thursday 12pm
<b>Sunday</b>	General News Sunday Frontier Body + Soul Travel Fishing	Thursday 12 noon Tuesday 12 noon Tuesday 12 noon Tuesday 12 noon Tuesday 12 noon	Thursday 12 noon Thursday 10am Thursday 10am Thursday 10am Thursday 10am	Friday 12 noon Friday 12 noon Friday 12 noon Friday 12 noon Friday 12 noon	Thursday 12 noon Tuesday 12 noon Tuesday 12 noon Tuesday 12 noon Tuesday 12 noon
<b>Sunday to Friday</b>	FEATURES	21 working days prior to publication	Determined by feature date	Determined by feature date	21 working days prior to publication

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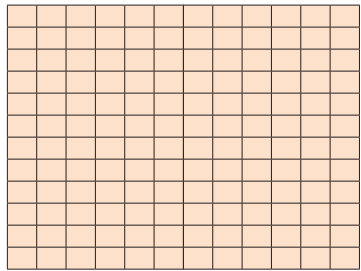
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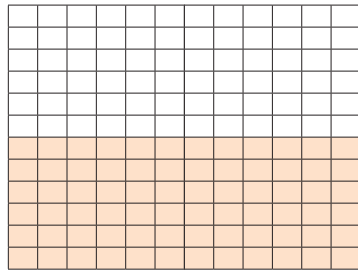
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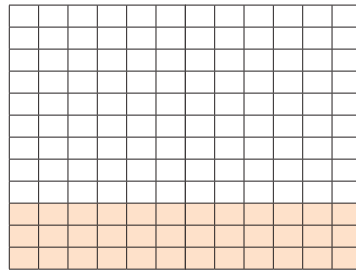
# Print sizes: tabloid 405mm (h) x 290mm (w)



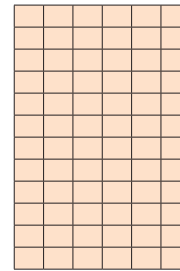
Double Page Spread  
M12x12  
380mm x 551mm



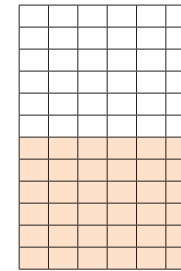
Half Page Spread  
M6x12  
188mm x 551mm



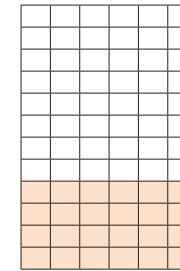
Quarter Page Spread  
M3x12  
92mm x 551mm



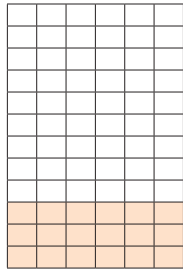
Full Page  
M12x6  
380mm x 262mm



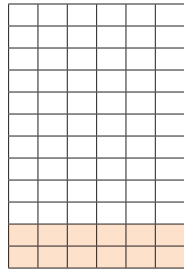
Half Page Horizontal  
M6x6  
188mm x 262mm



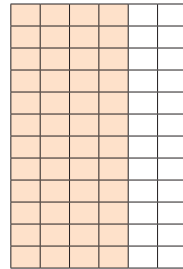
Large Strip  
M4x6  
124mm x 262mm



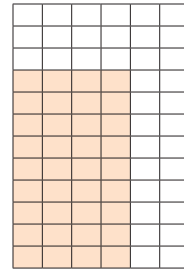
Medium Strip  
M3x6  
92mm x 262mm



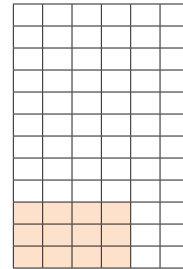
Small Strip  
M2x6  
60mm x 262mm



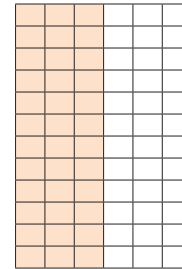
Dominant  
M12x4  
380mm x 174mm



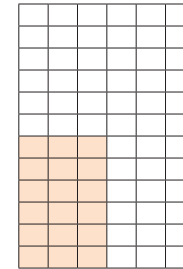
Portrait  
M9x4  
284mm x 174mm



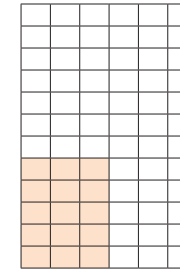
M3x4  
92mm x 174mm



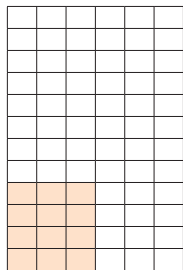
Half Page Vertical  
M12x3  
380mm x 129mm



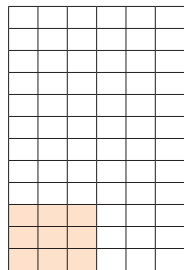
Quarter Page  
M6x3  
188mm x 129mm



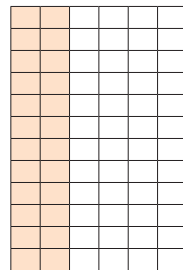
M5x3  
156mm x 129mm



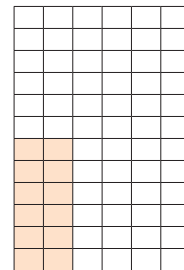
M4x3  
124mm x 129mm



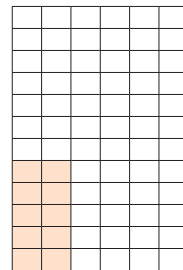
M3x3  
92mm x 129mm



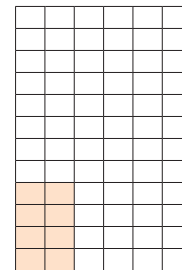
Third Page Vertical  
M12x2  
380mm x 85mm



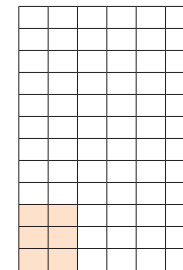
M6x2  
188mm x 85mm



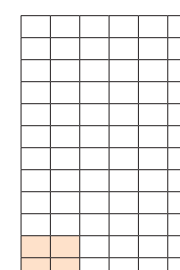
M5x2  
156mm x 85mm



M4x2  
124mm x 85mm



M3x2  
92mm x 85mm



M2x2  
60mm x 85mm

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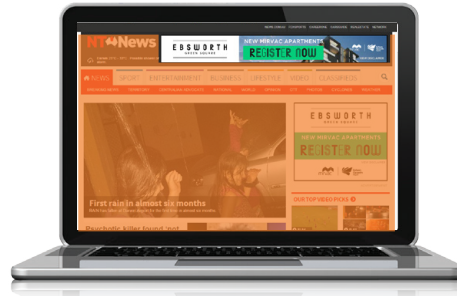
# Online and Mobile Creative Options



**Medium Rectangle**  
300 x 250px



**Half Page**  
300 x 600px



**Leaderboard**  
728 x 90px



**Side Skins**

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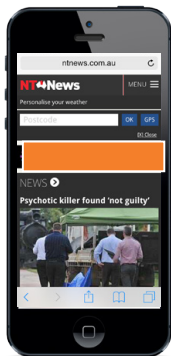
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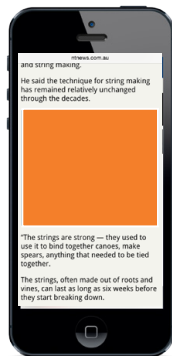
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## Standard Mobile Ad Units



**Standard Banner**  
320 x 50px



**Mrec Banner**  
300 x 250px

## High Impact Ad Units



**OTP Banner**



**Expandable Banner**



**Carousel Banner**

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# Digital sizes and Deadlines

## Web

Product	Advertisement size	Expandable Ad Sizes available
Med Rec (MR)	300x 250	<b>Med Rec</b> from 300x250 to 600x350 <b>Half Page</b> from 300x600 to 600x600 <b>Leaderboard</b> from 728x90 to 728x250
Leaderboard (LB)	728x 90	
Roadblock with MR & LB	MR 300x250 + LB 728x90	
Side Skinning (must be bought with Roadblock)	115x850	
Rich Video MR	Rich Video 300x250	
Rich Video Roadblock	Rich Video MR 300x250 + LB 728x90 Bundle	
Rich Video MR Expanding	Rich Video 300x250	
Rich Video Roadblock MR + LB with Home Expanding MR	MR 300x250 + LB 728x90 Bundle	
Roadblock Catalogue MR + LB	MR 300x250 + LB 728x90 Bundle	

**Note:** Catalogue Leaderboard ads are only available for a minimum campaign spend of \$10,000.

## Mobile

Creative type	Size
Leaderboard	728x90
Medium Rectangle	300x250
Half Page	300x600
Roadblock Medium Rectangle	300x250 + 728x90
Roadblock Half Page	300x 600 + 728x90
Mobile Banner	320x50
Mobile Medium Rectangle	300x250

Creative type	Denifition	Turnaround
Standard Creatives	Site-served image/flash, non-rich media 3rd part redirects	2 full working days
Complex Creatives	Large volumes of standard creatives, 3rd party rich media expanding/polite	3 full working days
Advanced Creatives	Over the page, in stream video, catalogues, page takeovers, re-skinning, advertorials, competitions, custom integration, trailer royales, pushdown	5 full working days

**Note:** Deadlines refer to both Web and Mobile campaigns. All digital turnaround times are based on receiving correct creative.

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