

# WRAP and SUPERCOVER GUIDELINES



## FRONT COVER GUIDELINES FOR STAR WEEKLY PUBLICATIONS



The front cover guidelines have been put in place to ensure the high quality of our publications are maintained. Our goal is to ensure maximum impact of the advertising message for our clients and readers.

### Booking & Editorial approval process for front cover:

- Booking must be confirmed 4 weeks prior to publication date.
- A draft concept of the front cover artwork must be supplied for editorial approval 2 weeks prior to publication date.
- Our editors and creative staff are available to consult and advise on design requirements so both the clients' needs and Domain Group guidelines are met.
- Final material must be uploaded by Monday 2pm (9 days prior to publication date)
- **All advertising material is subject to final editorial approval.**

### The Look & Layout requirements for front cover artwork:

- The front cover will display one dominant image and subsidiary (smaller) images must be relevant and complementary.
- Text must be kept to 70 words or less.
- Text, i.e. headlines or headings cannot be displayed in reverse type or type larger than 72 pt.
- No cartoons or caricatures may be used on the front cover.
- The commercial material cannot 'mimic' or resemble Domain Group editorial content in layout or design. It cannot use editorial fonts which are: Minion Pro or Trade Gothic.
- Material supplied must comply with an 30% text vs. 70% pictorial, ratio throughout the early general news sections.
- The front cover will have "advertisement" displayed on the left hand side or centred at the bottom of the page in no less than 12pt font.
- There must be 2cm between the masthead area and the start of the advertisement.
- The masthead area must remain as white space, with no image or text within its parameters.
- No retail prices may be displayed on the cover.
- Logos must be kept to the lower of the page and kept at a reduced size, so as to maintain the balance of the page and not dominate the main message.





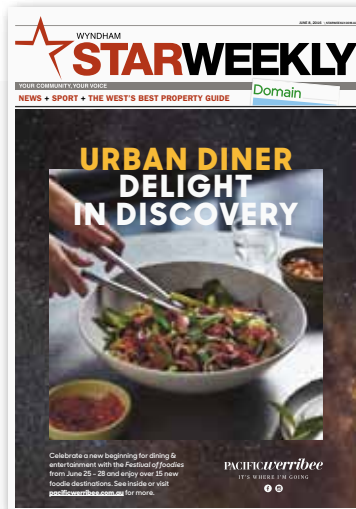
# WRAP and SUPERCOVER PLACEMENT



## Supercover placement The 2 pages placed prior to the editorial front page.

### 2 page Supercover:

- Front cover
- Inside front cover



## Wrap placement 4 page wrap is placed around the publication

### 4 page Wrap:

- Front cover
- Inside front cover
- Inside back cover
- Outside back cover



# WRAP and SUPERCOVER GUIDELINES



PUBLICATION	CREATIVE OPTIONS AVAILABLE BY PUBLICATION			RATES – BY PUBLICATION		
	2 PAGE SUPERCOVER	4 PAGE WRAP	3/4 PAGE WRAP	2 PAGE SUPERCOVER	4 PAGE WRAP	3/4 PAGE WRAP
Brimbank & North West Star Weekly	✓	✓	✓	\$8,640.00	\$15,840.00	POA
Maribyrnong & Hobsons Bay Star Weekly	✓	✓	✓	\$5,640.00	\$10,340.00	POA
Sunbury & Macedon Ranges Star Weekly	✓	✓	✓	\$4,800.00	\$8,800.00	POA
Melton & Moorabool Star Weekly	✓	✓	✓	\$4,920.00	\$9,020.00	POA
Northern Star Weekly	✓	✓	✓	\$7,440.00	\$13,640.00	POA
Wyndham Star Weekly	✓	✓	✓	\$7,440.00	\$13,640.00	POA

**Terms and conditions:**

- All prices are exclusive of GST
- Rates are effective as of June 2016. Subject to change
- All creative is subject to editorial approval



### URBAN DINER

## Festival of foodies

June 25 – 28

Join us at Pacific Werribee to celebrate the west's newest and largest dining and entertainment precinct with a 4 day festival for the whole family. Take a tasty trail through the exciting flavours of Urban Diner with over 15 foodie destinations, kids activities and live entertainment.

Visit [pacificwerribee.com.au](http://pacificwerribee.com.au) for more details.

**4 Days of family fun at Urban Diner Festival of foodies:**

Thursday 25 June	Friday 26 June	Saturday 27 June	Sunday 28 June
<b>Rejuvenate!</b> Join 7 local fitness & health experts for a free 10am-12pm workout. <b>Art &amp; Craft</b> 11am-2pm <b>Children's Circus</b> 11am-2pm <b>Art &amp; Craft</b> 2pm-4pm <b>Live music &amp; Entertainment</b> 4pm-7pm <b>Fire Dancer Show</b> 8:30pm-10:30pm	<b>Kids in the Kitchen - Culinary Brainstorming</b> 11am-12pm <b>Acoustic Sessions</b> 12:30pm-3:30pm <b>Massive Friday night celebration!</b> <b>Rock &amp; Acoustic Live show</b> 6:30pm-8:30pm <b>The Rockin' Williams Entertainment &amp; 2000's Kiva Werribee</b> 7pm-9pm <b>Fireworks</b> 8pm	<b>Kids in the Kitchen - Possible Deception</b> 11am-12pm <b>Acoustic Sessions</b> 11am-2pm <b>Rock in the Kitchen - Music &amp; More</b> 12pm-4pm <b>Fire Dancer Show</b> 6:30pm-8:30pm	<b>Art in the Park (free &amp; open)</b> 11am-2pm <b>Kids in the Kitchen - Music &amp; More</b> 12pm-4pm <b>Rock in the Kitchen - Music &amp; More</b> 4pm-7pm <b>Fire Dancer Show</b> 8:30pm-10:30pm

**Nando's**  
FREE regular dinner with only 100c extra charge.

**Schlotzsky's**  
FREE small chips with any roll or wrap. One per customer, not valid with any other offer.

**Guzman Y Gomez**  
FREE Burrito Bowl on June 26 from 11am-8pm.

**Ba'Get**  
2 FREE hot spring rolls or dipping sauce with any Ba'Get bowl or 2 pack rice paper roll purchase.

**The Sporting Globe**  
Australia's largest Sports Bar & Grill. Get the best live night to score \$25 more credit by your birthday month.

**La Parachetta**  
Kids pizza making daily June 25-28.

Actualise the subject to change, for full program of events go to [pacificwerribee.com.au](http://pacificwerribee.com.au)