

Digital Delivery

West Australian Newspapers Limited will only accept material via electronic transmission. All digital material is required to undergo quality checks prior to acceptance; the following methods have been certified for quality testing and delivery (fees and charges apply):

Quickcut/Adstream

Phone: 1300 423 787

Tech Support: 1300 768 988

Job Tickets

The West Australian now accepts material using Medialink job tickets via Quickcut. If you are a Quickcut user and would like to know more about Medialink and how it can benefit your business please visit <http://cosmos.adstream.com.au/cosmos/web/home> or contact **Rob Harding** on (08) 9482 3789.

Digital Ads

SENDlite

Phone: (02) 9818 1965

After hours: 0407 643 474

Web: <http://thewest.sendlite.com.au>

Cost: Flat fee of \$15.00 + GST

Ad delivery fee is \$15. Most failed ads are corrected by Digital Ads for free. **Phone (02) 9818 1965 for further information.**

Adsend

Phone: 1300 798 949

Tech support: 1300 798 949

Web: www.adsend.com.au

Cost: Standard Member - \$35 per advertisement.

Additional charges may apply for ad correction. No MB limit.

Premium Member - Annual Fee \$45. \$12 per ad/file with \$1 per MB surcharge above 2MB. Large volume senders should contact support for further delivery cost options.

These are secure systems that guarantee delivery and confirmation of delivery. All .pdf files must be created using Adobe Acrobat Distiller Compatibility Acrobat 4 (PDF1.3).

DISKS ARE NOT ACCEPTED If advertising material is supplied digitally, it is the responsibility of the supplier to generate a digital proof to WA Newspapers Limited specifications for client approval. A similar proof will be generated at WA Newspapers Limited for internal quality control checks.

Replacement Material

Please phone (08) 9482 3521 to notify Copy Control of replacement material. Seven West Media will accept no responsibility of incorrect material being published if no notification is given to Copy Control prior to the replacement material being sent.

Material for In-House Production

All supplied material must be digital, jpeg for pictures at 300dpi; logos should be vector and text in Word. Artwork or photographs must be of high quality and sufficiently contrasting in detail to guarantee a satisfactory result. A layout or visual design must accompany copy. If not supplied, the design of the production department will be accepted. Layouts must show sketches of artwork or photographs, to ensure accurate identification.

Proofs

Proofs will be provided for advertisements lodged for setting 24 hours before deadline and must be returned by noon on the day before publication. Proofs for Monday's issue must be returned by 4pm Friday.

Corrections

(To ads set by WAN). Providing proofs are returned in time, literals and prices will be corrected. Where original copy is changed, the alteration will be made without charge where time permits. Any corrections, if charged, will be charged at production rates. If type styles are not marked in layouts, the selections of the composing department must be accepted.

NOTE: Extensive corrections subject to acceptance by the printer.

Screen Specifications

- Halftone illustrations should be 40 lines/cm (36 micron FM)
- Dot size in essential highlight, recommended to be up to 2%
- Dot size in shadow recommended to be a maximum of 95%
- Typestyles and Sizes, Reverse Panels: Minimum 7 point
- Reverse or process text out of 2 process colours: Minimum 8 point.
- Reverse or process text out of 3 or more process colours: Minimum 12 point.

It is recommended you consider the quality of your advertisement by electing the type most suitable. When reversing text out of four colours, a sans serif font is recommended, to avoid the text filling in on the press.



Four Colour

Tone Reproduction Guidelines: Grey Component Replacement is a procedure used in the colour separation process. GCR uses the black printer to replace Cyan, Magenta and Yellow, not only in the neutral areas throughout the tonal range, but also in the colours of the separation. The application of GCR improves the shadow detail, helps compensate for dot gain, reduces the ink weight carried, thus reducing ink set off and show through. This function helps produce more stable greys/neutral and minimises colour shifts due to slight ink variance on press. Ink trapping within the separation also improves.

1

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

2

Midtones: Allow for 26% dot gain. Keep midtones open for newspaper stock to compensate for dot gain.

3

A maximum total shadow end density not to exceed 240%. To allow ink trapping, limit Cyan, Magenta and Yellow to 90%. Halftone Black limit is 90%.



Note

- These limits are for halftone reproduction only. Display type and background tints can use solid colours, however large and heavy areas of colour should allow for ink trapping, limiting CMYK to 90%. Total ink weight for reproduction is not to exceed 240%.
- Unsharp masking should be increased to levels higher than normal to counter the softening effect experienced on newsprint.
- Contrast should be exaggerated to compensate for flattening experienced on newsprint.
- Every colour specified in every application must be defined using the CMYK colour model.

Hard Proofs

Proofs must be produced on newsprint, which most closely matches the production stock. Proofs must be matte finish. Correct proofing makes the best impression. Many trade houses are supplying glossy proofs which do not represent the tonal values that will be represented during the printing process; all proofs should simulate newspaper dot gain and be on a substrate that emulates newspaper stock.

Soft Proofs

Colour management profiles must be used when viewing proofs on screen.

R.O.P. Spot Colour

Spot colour for digital artwork must be created out of CMYK (process colours).

Pantone Colours

Pantone Tru Match System Colours (PMS Colours) are not recognised spot colours in the newspaper industry. A PMS colour is always translated into a CMYK equivalent. That CMYK equivalent when printed on newsprint will not match the PMS colour as it appears in the Pantone swatch book. Many of the colours found in the Pantone swatch book are out of the gamut of newspaper production.

Over-Black Advertisements

The right is reserved to lighten heavy black masses in advertisements, according to production requirements to help eliminate some of the show-through occasioned by areas of solid black. Changes required will be at the expense of the advertiser.

Colour Management

The West Australian is an ISO 12647-3 certified site, we support the ISOnewspaper26v4 profile. West Australian Newspapers is a member of The IFRA International Newspaper Colour Quality Club (INCQC).

Switch Advertisements

Different advertisements of the same size (min. 20cm x 2col) can be used in the Country Edition and Metropolitan Edition. When copy must be set, a production charge will apply for both advertisements.

Advertisement Content / Style

Foreign Language Advertisements

All notices required to be printed in a foreign language must be accompanied by the English translation, which will appear before the foreign language notice. Both English and foreign versions will be charged. Translations must be supplied from an accredited translator.

Controversial Subjects

The publisher reserves the right to alter or decline advertising copy, without reference to advertisers, to ensure that the newspaper is not exposed to claims, complaints or legal action concerning publication of material prepared by other parties.

Editorial Style Advertisements

Advertisements which are considered to resemble editorial style will be subject to amendment, alteration or rejection at the discretion of the publisher without prior notice and such advertisements must be clearly identified by the use of the word 'ADVERTISEMENT' above the copy headline.

Political & Election Matter

Advertisements making statements or expressing opinions regarding government policy require the word 'ADVERTISEMENT' in 10pt type at the top. We also request the inclusion of an authorisation at the base of the advertisement with contact details, to give our readers the opportunity to respond, should they wish to.

Fine Print

The minimum size for small print in advertisements is 6 point. This applies to all small print including, but not limited to, clauses and conditions.

Website Addresses & QR Codes

The use of website addresses and QR codes in advertisements is subject to prior approval by the publisher, in addition the below conditions apply:

- The publisher does not warrant the accuracy of content on the website.
- The advertiser is responsible for checking the accuracy of all information and content published on the website.
- The publisher accepts website addresses and QR codes in advertisements in good faith.
- Advertisers placing website addresses and QR codes in advertisements agree to comply with the Competition and Consumer Act.
- As a condition of publishing website addresses or QR codes in advertisements, the advertiser warrants to the publisher that the advertiser will not use the website for any purpose that is unlawful or prohibited by these terms and conditions.

Bleed pages

Ads bled into the gutter are accepted. Details on request.

Repeat advertisements

Confirmation of repeat ads must be received in writing accompanied by a copy of the advertisement clearly showing the most recent publication date and page number. *Ads are only held for 6 weeks.

Late Advertisements

Please refer to the material deadlines Terms & Conditions page 55.

Production Charges

Production Load

\$4.95 s.c.cm for advertisements produced from copy with material supplied by the advertiser or his agent.

Minimum alteration fee

A \$30.00 fee applies for minor alterations to repeat advertisements.

Material supplied to other publications

A charge will apply for material produced by West Australian Newspapers and supplied to other publications.



Contacts (After Hours)

For any urgent matters regarding advertising after hours please phone security on (08) 9482 3111 and provide them with specific details of the matter, along with your contact number. Security will then pass your information onto the relevant person.

Material Instructions

Email: copycontrol@wanews.com.au