

TABLOID SPECIFICATIONS

The West Australian

AD SIZE	HEIGHT (MM)	WIDTH (MM)
M2x2	60	88
M3x2	92	88
M4x2	124	88
M5x2	156	88
M6x2	188	88
M12x2 (Third page vertical)	380	88
M3x3	92	134
M4x3	124	134
M5x3	156	134
M6x3 (Quarter)	188	134
M12x3 (Half page vertical)	380	134
M3x4	92	180
M9x4 (Portrait)	284	180
M12x4 (Two thirds vertical)	380	180
M2x6 (Small strip)	60	270
M3x6 (Quarter horizontal)	92	270
M4x6 (Third horizontal)	124	270
M6x6 (Half horizontal)	188	270
M12x6 (Full page)	380	270
M3x12 (Quarter horizontal spread)	92	560
M6x12 (Half horizontal spread)	188	560
M12x12 (Double page spread)	380	560

PDFs

Supplied material must be Press Ready, PDF version 1.3. All PDFs must be CMYK, supplied to the correct dimensions, no printers marks. All files must be supplied before deadline. Alterations will not be made to supplied PDFs. Copy control must be notified of replacement material.

- Resolution: min 150dpi, recommended 300dpi
- Ink Weight: Max 240%

FONTS

All fonts must be embedded. 12pt minimum reverse type, sans serif recommended. Colour type 12pt minimum.

SPREADS

Leave 5mm text free either side of centre.

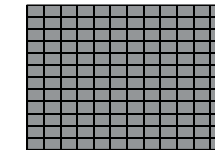
AD DELIVERY

Press-ready ads can be delivered via Astream & Adsend. All delivered ads require correct ad number.

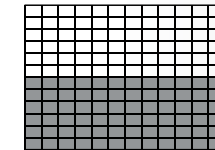
ADDITIONAL ENQUIRIES

Contact advertising at Adminsales@wanews.com.au

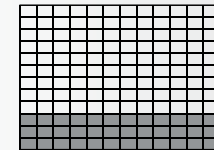
COMMON MODULAR ADVERTISEMENT SIZES



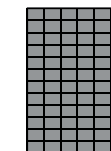
M12x12



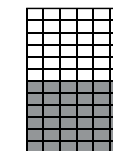
M6x12



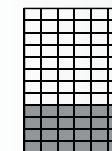
M3x12



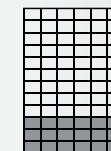
M12x6



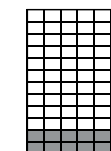
M6x6



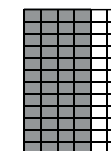
M4x6



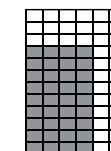
M3x6



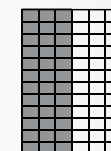
M2x6



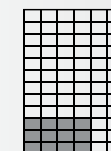
M12x4



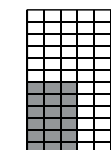
M9x4



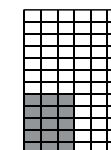
M12x3



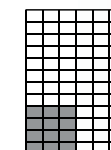
M3x4



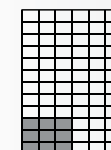
M6x3



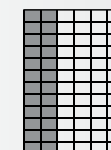
M5x3



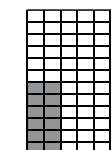
M4x3



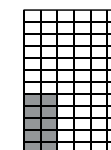
M3x3



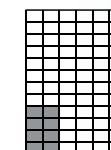
M12x2



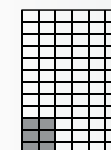
M6x2



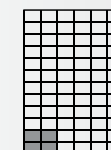
M5x2



M4x2



M3x2



M2x2