

# TABLOID SPECIFICATIONS

| AD SIZE                           | HEIGHT (MM) | WIDTH (MM) |
|-----------------------------------|-------------|------------|
| M2x2                              | 60          | 85         |
| M3x2                              | 92          | 85         |
| M4x2                              | 124         | 85         |
| M5x2                              | 156         | 85         |
| M6x2                              | 188         | 85         |
| M12x2 (Third page vertical)       | 380         | 85         |
| M3x3                              | 92          | 129        |
| M4x3                              | 124         | 129        |
| M5x3                              | 156         | 129        |
| M6x3 (Quarter)                    | 188         | 129        |
| M12x3 (Half page vertical)        | 380         | 129        |
| M3x4                              | 92          | 174        |
| M9x4 (Portrait)                   | 284         | 174        |
| M12x4 (Two thirds vertical)       | 380         | 174        |
| M2x6 (Small strip)                | 60          | 262        |
| M3x6 (Quarter horizontal)         | 92          | 262        |
| M4x6 (Third horizontal)           | 124         | 262        |
| M6x6 (Half horizontal)            | 188         | 262        |
| M12x6 (Full page)                 | 380         | 262        |
| M3x12 (Quarter horizontal spread) | 92          | 547        |
| M6x12 (Half horizontal spread)    | 188         | 547        |
| M12x12 (Double page spread)       | 380         | 547        |

## 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.

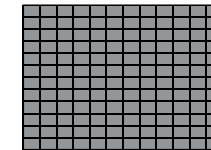
## AD DELIVERY

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

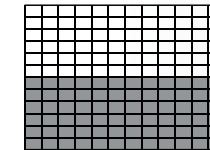
## ADDITIONAL ENQUIRIES

Contact advertising at [Adminsales@wanews.com.au](mailto:Adminsales@wanews.com.au)

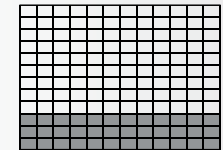
## MODULAR ADVERTISEMENT SIZES



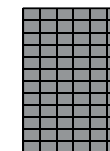
M12x12



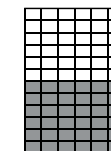
M6x12



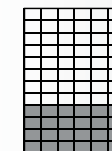
M3x12



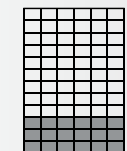
M12x6



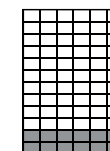
M6x6



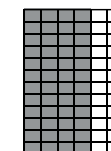
M4x6



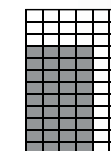
M3x6



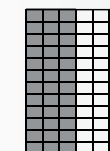
M2x6



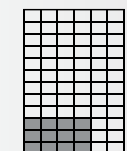
M12x4



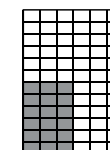
M9x4



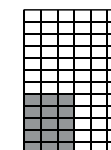
M12x3



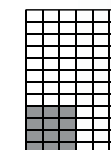
M3x4



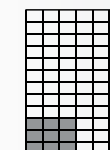
M6x3



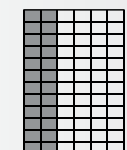
M5x3



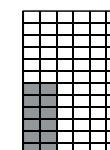
M4x3



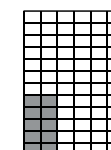
M3x3



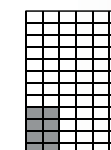
M12x2



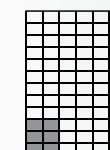
M6x2



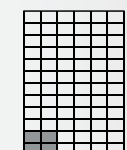
M5x2



M4x2



M3x2



M2x2