

# V

2018

# ADVERT specifications

## supplied adverts

Please supply your advert at the required specifications as listed.

My Village News will accept pdf or jpg files only.

**Ads which contain colours other than CMYK may be returned for resubmission.**

My Village News cannot guarantee the print quality of any submitted ads which contains artwork or images at less than 300DPI.

**If you've booked multiple ads for the one issue, please supply in multi-page pdf format in the correct order.**

Minimum text size is 6pts.

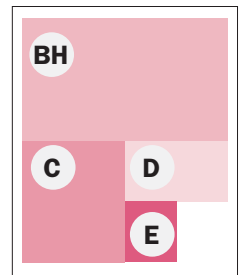
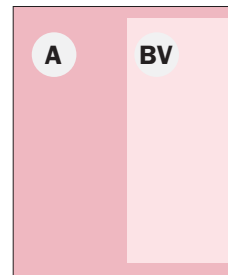
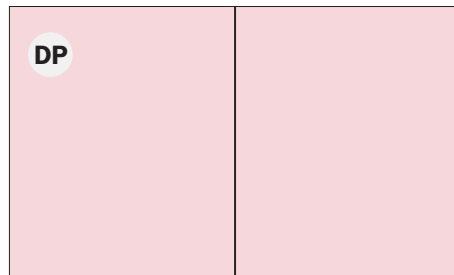
**Black text to be 100%K only. Please do not submit black text in rich black breakdowns.**

Emails with attachments are not to exceed 10Mb. Please use an alternative file sharing option if too large to email.

**All artwork must be submitted before the Artwork deadlines listed over the page.**

## Ad Sizes

AD SIZE	WIDTH x HEIGHT	BLEED	CROPS	TYPE AREA	COLOUR	RESOLUTION
DP DOUBLE PG SPREAD	470 x 275mm	+ 5mm on all sides	Offset to 5mm on all sides	450 x 255mm centred (plus insert a 10mm gutter on either side of the spine)	CMYK	300 DPI
A FULL PG	235 x 275mm	+ 5mm on all sides	Offset to 5mm on all sides	215 x 255mm centred	CMYK	300 DPI
B HALF PG HORIZONTAL	215 x 120mm	-	-	-	CMYK	300 DPI
B HALF PG VERTICAL	105 x 250mm	-	-	-	CMYK	300 DPI
C QUARTER PG	105 x 120mm	-	-	-	CMYK	300 DPI
D EIGHTH PG	105 x 57mm	-	-	-	CMYK	300 DPI
E CLASSIFIED	50 x 60mm	-	-	-	CMYK	300 DPI



## MVN built advert

If you have selected to engage My Village News in-house design services, please use the checklist to provide all required components.

**My Village News cannot guarantee the print quality of any submitted materials less than 300DPI. Please ensure all supplied files are high resolution.**

Each new advert includes an initial design and 1 set of changes. This is charged at a flat fee of \$50 + GST / design. Extra changes will incur an additional fee at the standard hourly rate of \$XX + GST.

**Please email all design elements to [advertising@myvillagenews.com.au](mailto:advertising@myvillagenews.com.au)**

Emails with attachments are not to exceed 10Mb. Please use an alternative file sharing option if too large to email.

**All components must be submitted before the Artwork deadlines listed over the page.**

## Checklist

ITEM	✓	SPECIFICATIONS
LOGO		Best supplied in .eps format. High resolution .png and .jpg files will also be accepted. Please be aware that .jpg files often contain a white background.
BUSINESS DETAILS		Full Business Name; Business Address, Business Phone Number; Website, Email Address, Social Media Links.
IMAGES		Best supplied at high resolution (300DPI) at applicable size for the advert. High resolution images are not found on websites or social media. As such, please do not request we use such images. Any complex digital retouching is not included in the basic ad rate. If required, it will be charged at a flat rate of \$50 + GST/hour. Paid stock images are not included in the basic ad rate. If required, each image will be charged at a flat rate of \$10/image unless otherwise notified.
WRITTEN COPY		Headline; Unique Selling Proposition; any additional written information. Please spell check all submitted written copy prior to submission.
BRAND COLOURS		Please let us know the CMYK breakdown of your corporate colours. If you are unsure, please ask for help.
BRAND FONTS		Please provide your brand fonts in .otf format. If you are unsure, please ask for help.
BRIEFING NOTES		Please submit a short blurb on the style and layout you would like in your ad design. We welcome any design examples you may like to provide, including adverts run in an alternate publication.