

ELECTRONIC DELIVERY SPECIFICATIONS

QUICKCUT & ADSEND

Preferred by all publications with the exception of York Community Matters.

If using Quickcut or Adsend, please email Material Instructions to: wrscopy@wanews.com.au

EMAIL

Emailed PDFs must be FULLY TRIMMED to exact size (no crop marks) PDF VERSION 1.3 ONLY.

Material that does not match these specifications will be returned and will need to be re-supplied.

Please see the Material Specifications page for EGN and Classifieds column widths.

PDFs should be emailed to:

wrscopy@wanews.com.au with the client name, publication and run date in the subject line.

REPLACEMENT COPY

WRS must be informed of replacement copy by emailing **wrscopy@wanews.com.au** and by phoning 9482 9700.

TEARSHEETS:

Hard copy tearsheets WILL NOT BE PROVIDED.

Digital tearsheets are available online: www.westregionalsales.com.au or on application as an emailed PDF.

Please send your request to:

westregionalsales@wanews.com.au

GENERAL CONDITIONS:

With electronic delivery, it is the responsibility of the supplier to generate a digital proof to the appropriate specifications for client approval. A similar proof will be generated by the relevant newspaper production centre for internal quality control checks.

With portable media, the publisher takes no responsibility for incompatibility of file formats and, where necessary, reserves the right to substitute type fonts which may not match the advertiser's original specifications. Hard-copy proofs must accompany portable media. Return of disks/cartridges is on request and at the advertiser's expense.

Raw text and images for make-up may be transmitted via email. Text must be saved unformatted with a .TXT extension, images in JPEG format with halftones at 170dpi and 85 screen, and line art at 800dpi resolution.

If advert copy does not meet the specifications above, we take no responsibility for an advert appearing incorrectly.

PDFs must comply with the following guidelines

- PDFs must be Adobe Acrobat Version 1.3 ONLY when distilled.
- All placed elements MUST be CMYK or Grayscale.
- All placed elements must be a minimum of 200dpi.
- GCR is recommended with a Total Ink Density of 240%.
- Black Ink Limit 90% and allow for 26% Dot Gain.
- Reverse type to be a minimum of 12pt.
- All fonts MUST be embedded (includes base 14).
- Use only Postscript Type 1 fonts.
- True Type fonts ARE NOT RECOMMENDED.
- Screen Ruling is 100 Lines/inch.
- Turn off all colour management in Photoshop.
- If possible flight check your PDF using PitStop.

Artwork Checklist:

- PDF Version 1.3 only
- Artwork in CMYK 200dpi
- Trimmed to size
(no crop marks!)
- Labelled with run dates and publication name
- Designer's contact details supplied

Any queries please contact us at:
wrscopy@wanews.com.au