Deadline & MATERIAL REQUIREMENTS

BOOKING DEADLINES

BOOKINGS: 10th of the month prior to release

CANCELLATIONS: 8th of the month prior to release

MATERIAL DEADLINES

15th of the month prior to release
(late material may incur an additional production fee)

MATERIAL SPECIFICATIONS

KIDS ON THE COAST is a FULL COLOUR publication printed 175#.

Artwork Requirements

- Process CMYK. High Resolution (300dpi).
- Files are to be supplied in a Macintosh compatible format, preferably, Indesign, Photoshop, Illustrator or PDF.
- Files can be supplied in PDF, EPS, TIF, and JPEG formats.
- All scans & images to be supplied at 300dpi as a TIF, JPEG or EPS.
- **If supplying completed high res ad:** supply ad in PDF, TIF, or JPEG format, high resolution (CMYK, 300dpi), to correct size (see size specs above), with fonts embedded. Do not use RGB images in your documents. Any spot or RGB colours will be converted to CMYK.
- **If supplying ad as native files:** include all linked images (CMYK, 300dpi or vector) and fonts (Mac only, PC fonts are not accepted). Do not use RGB images in your documents. Any spot or RGB colours will be converted to CMYK.
- **If supplying elements for ad design:** supply any relevant graphics and logos (preferably 300dpi or vector) and text (email or Word). Do not supply ad design or graphics in Microsoft Word - it is suitable for text only. Brief your Advertising Coordinator on style, colours, images and any relevant information to appear in the ad, including contact and address details.

Please note:

- When supplying JPEG files ensure compression is set to the maximum setting to avoid quality loss.
- Ads designed or images embedded in Microsoft Office documents such as Word, Excel, Publisher or PowerPoint are not accepted.

Artwork Delivery

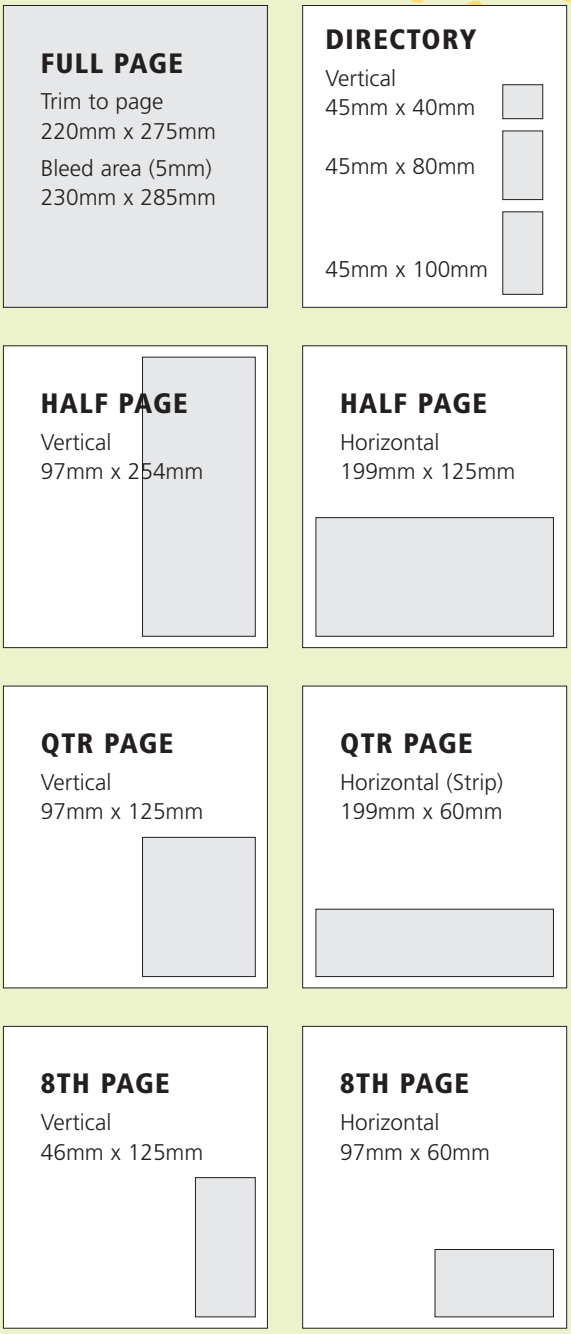
- Email to: production@kidsonthecoast.com.au (10mb limit)
- Post to: PO Box 491, Eumundi QLD 4562

ADVERTISING PRODUCTION SERVICES

All advertising rates include full colour artwork.
If you require this service, your advertising coordinator will contact you to discuss your advert and artwork requirements.

For further information and advice contact the production department on **(07) 5442 8679** or speak to your Advertising Coordinator.

Full artwork and printing services are available for any other printing requirements for advertisers. Additional copies of full page advertisements are also available for use as flyers, inserts etc.

ADVERT SPECIFICATIONS

	HORIZONTAL x VERTICAL
FULL PAGE	
Trim to page	220mm x 275mm
Bleed area (5mm)	230mm x 285mm
HALF PAGE	
Vertical	97mm x 254mm
Horizontal	199mm x 125mm
QTR PAGE	
Vertical	97mm x 125mm
Horizontal (Strip)	199mm x 60mm
8TH PAGE	
Vertical	46mm x 125mm
Horizontal	97mm x 60mm
DIRECTORY	
Vertical	45mm x 40mm
	45mm x 80mm
	45mm x 100mm