

# SPECIFICATIONS OF ADVERTISING CONDITIONS

## SUPPLY OF ADVERTISING MATERIAL

Preferred format of complete ads is PDF, with all fonts embedded and at no less than 200 dpi. Or as a complete graphics file in JPG or similar format at min 200 dpi. Artwork can be sent to: production@echo-news.com

## COLUMN MEASUREMENTS

1 column	34mm	4 columns	149.5mm
2 columns	72.5mm	5 columns	188mm
3 columns	111mm	6 columns	226.5mm
7 columns	262mm		

Full page size: 380mm x 7 columns (262mm wide). Centre spread with bleed through the gutter maximum image area 380mm x 545mm wide.

## TECHNICAL SPECIFICATIONS CHECK LIST

Below are some points to remember prior to saving your material as a PDF file:

- All placed elements MUST be CMYK or Grayscale depending on final colour space of page.
- All placed elements must be a minimum of 200 dpi
- GCR is recommended with a Total Ink Density of 240%
- Black Ink Limit 90% and allow for 26% Dot Gain
- Four colour white reverse type to be a minimum of 10pt
- Single colour white reverse type to be a minimum of 7pt
- All fonts MUST be embedded (includes base 14)
- Use only Postscript Type 1 fonts
- True type fonts ARE NOT RECOMMENDED
- Screen Ruling is 110 Lines/inch
- Turn off all colour management in Photoshop
- Your PDF must be version 1.3 when distilled

If possible flight-check your PDF using Enfocus Pit-Stop

## QUICKCUT

When sending material by Quick Cut, please locate the ECHO NEWS in WA and follow the instructions.

If you have any queries, please contact QuickCut support on 1300 768 988 or the Echo News production office on 9374 6613.

## COLOUR MANAGEMENT

Any ICC profiles that are embedded will be converted to the working space of the intended press. All LAB and RGB images will be converted in the same way.

## PHOTOSHOP SETTINGS

To achieve the best reproduction of your images we can email you a photoshop Color Settings File (.csf).

Place this into your: System Folder --> Application Support --> Colour --> Settings.

Then under the Edit menu go down to colour settings

Working Space Settings:	Newspaper_240
RGB:	Standard Working Space
CMYK:	ICONSnewspaper26v5
Gray:	ICONSnewspaper26v5_gr
Spot:	Dot Gain 26%
Color Management Policies:	All OFF except for Convert to working RGD
Profile Mismatches:	Off

To load the cable on the images change colour spaces from RGB to CMYK.

## ACROBAT DISTILLER JOB OPTIONS

The job options file can be emailed upon request so your files can be distilled with the correct settings to match our configuration.

PDF files distilled using incorrect option may fail through our pre-flight.

To make them appear in the pop up window within Distiller, place them in the job options folder inside Distiller folder.

Always embed base 14 fonts.

PLEASE NOTE: For MONO pages you must use a GRAYSCALE print method.

## INDESIGN USERS

The job options file can be emailed upon request so your files can be distilled with the correct settings to match our configuration.

PDF files distilled using incorrect option may fail through our pre-flight.

To make them appear in the pop up window within Distiller, place them in the job options folder inside Distiller folder. Always embed base 14 fonts.

PLEASE NOTE: For MONO pages you must use a GRAYSCALE print method.

## INK DENSITIES

A maximum coverage area of 240% is recommended with only one solid.

Two secondary colours should not exceed 75% each.

Any single colour not intended to print solid should not exceed 90%.

## DOT GAIN

Typical dot gain on a newspaper press is 26%.

Dot gain, is accepted as a fact of life in printing.

Higher levels of dot gain are accepted as a characteristic of coldest newspaper web printing.

Printing on highly absorbent newsprint at very high speeds produces higher dot gain (26%) compared to printing on glossy paper on a sheetfed press (typically 12-15%).

Dot gain can, and should be accommodated for in the photo enhancement stage of production, to avoid pics filling in and becoming muddy and dark in the end printed product.

## CANCELLATIONS

Signed booking agreements 5 days prior to publication.

Management reserves the right to charge a booking fee.

## ERRORS

Errors that lessen the value of the advertisement must be reported to the publisher within 7 days.

No claims will be considered outside this period.

## TRADES PRACTICES ACT 1974

Section 52 of the Act imposes a general duty on everyone (individual or corporate alike) not to engage, in trade or commerce that is misleading or deceptive. It is suggested that in causes of doubt, advertisers and advertising agents seek legal advice.

## ELECTION ADVERTISEMENTS

Federal, State and Local Government must carry authorisation at the base of the advertisements and in the case for federal election the word "ADVERTISE-MENT" at the top in 10pt type. All copy subject to the approval of the publishers.

## PLEASE NOTE

All copy subject to the approval of the publishers who may reject any advertisement without assigning any reasons therefore.

In this event a pro-rata adjustment will be made to the advertising rate.

The word advertisement will be placed over or below the copy which in our opinion, resembles editorial matter.

Every care taken with key numbers but no deduction for errors allowed.

Omission on the part of the proprietors to insert any advertisement shall not constitute a breach of the advertising order by the proprietors.

The proprietors may at any time, and without notice, cancel any advertising order in respect of any advertisement not inserted by the proprietors in which event the advertiser shall pay for all past insertions at the rate or prices.

## WARRANTY AND INDEMNITY - CONDITIONS OF ACCEPTANCE

When an individual or other legal entity ("the Customer") requests Echo Newspaper ("Echo") to place an advertisement in this Newspaper, they agree to be bound by the following terms and conditions:

Echo, at its sole discretion, may decline to publish any advertisement requested by a Customer. If Echo decides not to publish a particular advertisement, there is no obligation on Echo to disclose the reasons for its decision, and Echo will not be liable for any loss or damage occasioned to the Customer as a result of the decision. Echo will not be liable for any loss or damage caused to a Customer as a result of delay or as a result of Echo failing to place a requested advertisement or publishing an advertisement containing an error or omission.

Echo may, at its sole discretion, decide to refund a Customer a portion of the cost of the advertisement if it forms the view that the error was not attributable to the Customer and the Customer notifies Echo of the error or omission before 5.00pm on the day the advertisement first appears in the Newspaper.

Complaints concerning the accuracy of any invoice must be notified to Echo within 30 days from the end of the month in which the advertisement was published, after which time the Customer forfeits any rights it may have had to challenge the invoices.

The Customer warrants that publication of the requested advertisement/s will not contravene any laws, whether statutory, equitable or otherwise, and agrees to wholly indemnify Echo (and its employees and agents) against all expenses, loss and damage arising directly or indirectly from the publication of the advertisement/s.

## ADVERTISING CONDITIONS

All advertisements are accepted on the following conditions:

The publisher reserves the right at its discretion without any prior notice and without giving reason, to refuse or omit publication of any advertisement in whole or in part and/or to alter to accord with the Publishers policy, any matter submitted to it.

All advertising material submitted for publication will be accepted only on the understanding that the material is not in contravention of any provision of Part V of the Trade Practices Act and that the Company may rely on that understanding.

PO Box 317  
MIDLAND WA 6936

Suite 4/9 The Avenue  
MIDLAND WA 6056

Email: sales@echo-news.com  
editorial@echo-news.com

Phone (08) 9374 6666  
Fax(08) 9250 4123

*Locally owned and proudly independent*

BIRKENHEAD PTY LTD ACN 009 140 112 TRADING AS THE MIDLAND AND KALAMUNDA ECHO ABN 52 080 504 867