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Directory Advertising Specifications Guide

Thank you for advertising with Local DirectoriesTM. This guide explains the technical specifications and artwork supply requirements for directory advertisements. If advertising is to be supplied through a design house or studio, please provide them with this guide. Compliance with these specifications will help to ensure good quality reproduction of advertising material. Remember, if in doubt, please contact us directly.

Advertisement Sizes (All HS Advertisements are set inhouse to Local DirectoriesTM specifications)

B1/B2 Directories

- Alice Springs • Bundaberg • Cairns • Cassowary Coast • Coffs Harbour • Darwin • Emerald
- Gold Coast South • Gosford • Gympie • Hervey Bay • Mackay • Maitland • Mount Isa • Northern Rivers
- Port Macquarie • Port Stephens • Rockhampton • Tablelands • Taree • Townsville • Tweed Coast • Whitsundays • Wyong

<p>HP Half Page 154mm x 118mm</p>	<p>HC Half Column 75mm x 118mm</p>	<p>OBC Outside Back Cover Ad size 158mm x 237mm (No Bleed)</p>	<p>IFC Inside Front Cover</p> <p>IBC Inside Back Cover Ad size 158mm x 245mm (No Bleed)</p>
<p>DQC Double Quarter Column 154mm x 57mm</p>	<p>QC Quarter Column 75mm x 57mm</p>		

B4 Directories

- Sunshine Coast • Newcastle

<p>HP Half Page 175mm x 113mm</p>	<p>OBC Outside Back Cover Ad size 174mm x 230mm (No Bleed)</p>	<p>IFC Inside Front Cover</p> <p>IBC Inside Back Cover Ad size 174mm x 232mm (No Bleed)</p>
<p>HC Half Column 86mm x 113mm</p>	<p>QC Quarter Column 86mm x 55mm</p>	
	<p>MB Match Box 41.5mm x 55mm</p>	

MRL - Map Reference Listing

If your advertisement includes an MRL please ensure all important information is kept 5mm from the base of the advertisement

MAP 00 A0

Client Supplied Artwork

Artwork for directory advertising can be forwarded to Local Directories™ in the following formats:

Preferred

- InDesign (CS4 or earlier)
- Illustrator (CS4 or earlier) AI/EPS
- Photoshop (CS4 or earlier) PSD/TIFF/JPG/EPS
- Highest resolution/print quality PDF
- QuarkXPress (6.5 or earlier)

Colour

All files are to be supplied in CMYK/Greyscale/Bitmap format.

Fonts

All fonts are to be supplied or text is to be converted to outlines or paths. If fonts are not supplied with artwork, similar fonts will be substituted from our library.

Scanned Images

All scanned images are to be a minimum of 300dpi (600dpi Bitmap) and saved in TIFF/JPG format at a size relative to their placement in the final advertisement. Original photos (hard copies) can be scanned in-house and returned to clients at a later date if necessary.

All support files are to be included separately with layers if applicable (no embedded files).

Digital Photos

Photographs from digital cameras can be emailed to artwork@localdirectories.com.au

Proofs

All supplied artwork is to be accompanied by a laser printout. All clients receive a laser colour proof for approval of their artwork. We strongly advise clients to carefully check advertisement proofs and notify us, either of any changes or corrections required, or the approval of the advertisement. All possible care is taken in the making of the advertisement, however no responsibility can be accepted for printing conditions outside our control, including registration and colour variation.

Artwork for directory advertising can be forwarded to Local Directories™ in the above formats by:

Post: **PO Box 3275 Robina Town Centre Qld 4230**

Files are to be supplied on CD and must be accompanied by a printout

email: **artwork@localdirectories.com.au**

Clients must advise by phone or fax when sending work via email.

Printing Specifications

Local Directories™ are printed on web presses at the following specifications:

Text

Lines per inch	100
Printed on	Newsprint
Maximum colour density:	240%
Maximum screen of colour:	80%
Minimum screen of colour:	30%

Cover

Outside Front Cover	175 lines per inch
Outside Back Cover	175 lines per inch
Inside Covers	133 lines per inch
Printed on	Gloss artboard

Advertisement Colour Options

White (W) Full Colour

Any colour (including white) is allowed in the advertisement, without restrictions.

Dual Colour (DC)

Any two of our exclusive pre-mixed colours, Red, Blue, Green can be added to a standard advertisement (Black). Shades of these colours can be used. No white is allowed.

Dual Colour CMYK %

Colour	Cyan	Magenta	Yellow	Black
DC Red	0	100	90	0
DC Blue	100	30	0	5
DC Green	100	0	90	0
DC Yellow	0	0	30	0

No Colour (NC)

Black and shades of black printed on yellow paper create our standard advertisement format. No white is allowed.

Distribution

Local Directories™ are issued throughout the year in the following order: Gympie, Wyong, Port Stephens, Port Macquarie, Mount Isa, Bundaberg, Hervey Bay, Taree, Cairns, Darwin, Alice Springs, Newcastle, Maitland, Cassowary Coast, Townsville, Gosford, Tablelands, Coffs Harbour, Northern Rivers, Tweed Coast, Gold Coast South, Sunshine Coast, Rockhampton, Mackay, Whitsundays & Emerald.

