

Material Requirements



YOUR COLUMN WIDTH RULER

Supplied Advertisement: Due COB Friday prior to Wednesday insertion
Supplied film, bromide, laser print and/or digital files should be to the following specifications:

- **Film supplied shall be Negative 'Right Reading Emulsion Down'**
- **Screen Ruling** 100lpi. When using laser printers for mono & spot, the higher the dpi the better the screen (dot) quality will be. (600 - 1200dpi)
- **Screen Angles** C=15° M=75° Y=90° K=45°
- **Print Sequence** Cyan, Magenta, Yellow, Black
- **Dot Shape** Euclidean
- **GCR Settings** Edit image in RGB, Convert to CMYK when done, as this is when the following GCR specifications are applied to the image.
Dot Gain: 36%
Black Generation: Heavy
Black Ink Limit: 80%
Total Ink: 230%
UCA Amount: 30%
- **Spot colour** Always setup spot colour as process. ie;
Red: 0c, 100m, 100y, 0k
Green: 100c, 0m, 100y, 0k.
Blue: 100c, 40m, 0y, 0k

Tone Reproduction Guidelines

- **Catchlights** 0c, 0m, 0y, 0k.
- **Essential Highlights** Process: 3c, 2m, 2y, 0k. Greyscale: 3k
- **Midtones** Remove around 30% for dot gain.
- **Shadow** Process: 230% max shadow ink, Black limit 80% Greyscale: 90%
- **Unsharp Masking** Unsharp masking needs to be increased, as the newsprint has a softening effect on sharpness. 'Amount' between 180 - 350%, 'Radius' between 0.4 for sharp images and 1 - 1.3 for blurry images. 'Threshold' smooths continuous tones, a figure between 0 and 12, the higher the number the more the smoothing.

Note: Type, reverse panels & logos can be in solid colours.

Important Information

- **Late copy** A 10% surcharge for late copy or material will apply where such copy or material is accepted for publication.
- **Copy changes** A 10% surcharge for copy changes to camera ready material will apply where such copy or material is accepted for publication.
- **Artwork** Tiled and pasted copy, (eg 2x A4 for full page), copy clipped from other publications or photocopies are not acceptable as "Camera Ready".
- **Size** Camera ready copy must be the same size and suit the column widths of our publications.
- **Supplied Film** All film must possess registration marks and colour identification. Film supplied 'plate ready' shall be right reading negatives, emulsion down.
- **Type Sizes** Minimum type size: 7 point. Reverse type on single colour: 8 point bold minimum. Reverse type on full colour: 10 point bold minimum
- **Full Colour Type** Minimum type size: 10 point bold

Digital Material Requirements

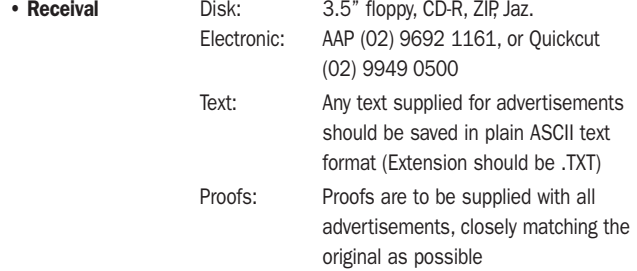
- **Screen Ruling** 100lpi. (150 - 200dpi colour/grey) (600dpi Line art/Bitmap)
- **Colour Model** CMYK - Process Colour, Spot, Duotone
Greyscale - Mono, Grey
Lineart - Mono/Black & White
WE DO NOT ACCEPT RGB IMAGES OF ANY KIND
- **GCR Settings** Edit image in RGB, Convert to CMYK when done, as

- **Trapping** All trapping should be setup in the original document and sent with the job.
- **File Formats** PDF (All fonts embedded, use our printer, NT News' specs)
EPS (Fonts converted to curves, small jobs)
TIFF (or any file rastered in Photoshop)
WE DO NOT ENCOURAGE JPEG IMAGES BECAUSE OF QUALITY ISSUES
We highly recommend the use of Acrobat Distiller v4.0 or higher as the best way to transfer documents digitally. Do not use PDFWriter, create a postscript or eps and distill manually.
Our printer, NT News Specifications are available on disk to ensure document distills correctly.
Otherwise Illustrator is the program to use to convert your fonts to outlines (small jobs only) and then save as an Illustrator EPS.

WE DO NOT ACCEPT RAW DOCUMENT FORMATS, SUCH AS QUARKXPRESS, PAGEMAKER, INDESIGN, COREL DRAW, MICROSOFT WORD, WORDPERFECT, POWERPOINT, PUBLISHER etc

- **Receive** Disk: 3.5" floppy, CD-R, ZIP, Jaz.
Electronic: AAP (02) 9692 1161, or Quickcut (02) 9949 0500
Text: Any text supplied for advertisements should be saved in plain ASCII text format (Extension should be .TXT)
Proofs: Proofs are to be supplied with all advertisements, closely matching the original as possible
- **Image Area** Single page 263mm wide and 385mm deep
Double page 541mm x 385mm (inc.15mm gutter)
- **Imposed Pairs** Setup single page in publishing software of dimensions:
Width: 584.05mm
Height: 410mm
Gutter: 15mm
Margins: Left and right 21mm, top 3mm, bottom 22mm.

* These requirements may be subject to change due to technological developments.



1 COLUMN DISPLAY
34.925mm

2 COLUMN DISPLAY
73.025mm

3 COLUMN DISPLAY
111.125mm

4 COLUMN DISPLAY
149.925mm

5 COLUMN DISPLAY
187.325mm

6 COLUMN DISPLAY
225.425mm

7 COLUMN DISPLAY
263.525mm

08/09

Advertising Rate Card



Darwin & Palmerston Sun



Display Advertising

Per single column centimetre.
Booking and copy deadline is Friday prior to inserting on Wednesday.

Annual Spend	% Discount	GST ex.	GST	GST inc.
casual rate	0	6.74	0.67	7.41
2,750	2	6.61	0.66	7.27
5,500	4	6.47	0.64	7.11
8,250	6	6.33	0.63	6.96
11,000	8	6.20	0.62	6.82
16,500	10	6.08	0.60	6.68
22,000	12	5.93	0.59	6.52
38,500	14	5.80	0.57	6.37
44,000	16	5.67	0.56	6.23
77,000	18	5.52	0.55	6.07
110,000	20	5.40	0.53	5.93
spot colour - x1 spot colour per advert		172.73	17.27	190.00
process - cmyk per advert		568.19	56.81	625.00

Multiple Week

Per single column centimetre.

Weeks Booked	% Discount	GST ex.	GST	GST inc.
6	5	6.40	0.64	7.04
13	7.5	6.22	0.62	6.84
26	10	6.08	0.60	6.68
52	12.5	5.90	0.59	6.49

Preferred Positions

All ads booked at 34cm or 36cm deep will be costed at 38cm.

Page no.	Loading %	Max. Size
1	100	8 x 7
2	25	12 x 3
3	50	20 x 7
4	20	20 x 4
5	30	20 x 7
6	20	any
7	25	any
back	30	any
right hand	20	any
tv	25	3 col width

The Darwin & Palmerston Sun newspapers reserves the right to alter positioning and placement of advertisements.

Photo Sales

Photos appearing in the paper are available for sale unless supplied by a client and image is subject to copyright restrictions.

Size	GST ex.	GST	GST inc.
5 x 7	14.05	1.40	15.45
6 x 8	16.86	1.68	18.54
8 x 10	20.60	2.06	22.66



Your Community • Your Newspaper

Business and Organisation Profiles



Special Advertising Features



Classified Advertising

Deadline for our classifieds is midday Monday prior to insertion on the Wednesday.

Line Classified	GST ex.	GST	GST inc.
per line (single column)*	1.90	0.19	2.09
attention getters	7.72	0.77	8.49

* Or part thereof, minimum charge \$10.45 (5 lines)

Display Classified	GST ex.	GST	GST inc.
per single column cm*	6.74	0.67	7.41
attention getters	7.72	0.77	8.49

* Casual rate. Minimum depth 4cm

Display classifieds (also known as Trades and Services) include a border.

4cm x 2col Weeks	GST ex.	GST	GST inc.
1	53.95	5.39	59.34
2	52.80	5.28	58.08
3	51.72	5.17	56.89
4	50.68	5.06	55.74
6	48.56	4.85	53.41
13	45.40	4.54	49.94

8cm x 2col Weeks	GST ex.	GST	GST inc.
1	107.91	10.79	118.70
2	105.60	10.56	116.16
3	103.45	10.34	113.79
4	101.35	10.13	111.48
6	97.13	9.71	106.84
13	90.81	9.08	99.89

6cm x 2col Weeks	GST ex.	GST	GST inc.
1	80.94	8.09	89.03
2	79.18	7.91	87.09
3	77.60	7.76	85.36
4	76.02	7.60	83.62
6	72.85	7.28	80.13
13	68.09	6.80	74.89

The 13-week package includes one **FREE editorial and photograph**. Furthermore, each month we provide a **\$200 voucher to one lucky reader** to be spent at one of the businesses featured in our Local Services Directory. The Pick a Business & Win Competition attracts thousands of entries each month and helps ensure that our readers sit up and take notice of those businesses that advertise in our Local Services Directory.

Delivery Areas

The Darwin & Palmerston Sun newspapers are printed and distributed every Wednesday to the City, Northern Suburbs, Palmerston, Howard Springs, Coolalinga and Humpty Doo, and reaches an audience of **41,000+ readers!**

Home Deliveries: Alawa • Anula • Bakewell • Bayview • Brinkin • Coconut Grove • Coonawarra Naval Base • Cullen Bay • Darwin • Driver • Durack • Fairway Waters • Fannie Bay • Farrar • Gray • Gunn • Jingili • Karama • Kurringal Flats • Larrakeyah • Larrakeyah Army Barracks • Leanyer • Ludmilla • Malak • Marrara • Millner • Moil • Moulden • Nakara • Nightcliff • Northlakes • Parap • RAAF Base Winnellie • Rapid Creek • Rosebery • Stuart Park • The Chase • The Gardens • The Narrows • Tiwi • Wagaman • Wanguri • Woodleigh Gardens • Woodroffe • Woolner (City Valley) • Wulagi.

Bulk Deliveries (Darwin): Speakers Corner Cafe, Parl House • CDU Info Shop • Fannie Bay 5-Star Supermarket • Malak Caravan Park • Darwin Sailing Club • Trailer Boat Club • Nightcliff Post Office • Nightcliff Sports Club • Shell Airport Gates • Darwin City Council • The Cavenagh (Cavenagh St) • Smith St Mall Galleria Eatery • Smith St Mall Info Booth • Monty's on the Mall • Parliament House • Salvatores Cafe (Smith St) • Paspaley Three Takeaways • Wharf Precinct Eatery • Tourism Top End, Mitchell St • Mirrambeena Resort, Cavenagh St • Uncle Sams, Smith St • Buzz Cafe, Cullen Bay • Laneway Cafe, Mitchell St • Mitchell St Food and Liquor • Cafe Uno, Mitchell St • Parap Fine Foods • Tourism Top End • Tiwi Gardens Retirement Village • Royal Darwin Hospital • Darwin Private Hospital • Novotel Atrium, Esplanade • Holiday Inn Esplanade • Crowne Plaza, Mitchell St • Top End Hotel Bottleshop • Darwin Central Hotel • Rock Centre Doctor's Gully • SKYCITY Casino • Parliament House Reception • Stuart Park Newsagency • Nightcliff Newsagency • Winnellie Shopping Centre • Casuarina Shopping Plaza • Village Centre • Parap Newsagency • YWCA Office. Roma Bar, Cavenagh St.

Bulk Deliveries (Palmerston & Rural): Woolworths Supermarket Palmerston • Palmerston City Council • Palm City Oasis • Palmerston University Library • Hungry Bite Cafe Yarrowonga • CMAX Cinemas • Palmerston Shopping Centre • Palmerston Sports Club • McKells Real Estate • Cazalys • Ted Warren MLA (Coolalinga office) • BP Palms Diner, Pinelands • Shell Truck City • Palms Village Resort, Pinelands • Gerry Wood MLA (H/Springs) • Chan Nursing Home • Coolalinga Woolworths • Coolalinga Newsagency • United Fuel Coolalinga • Ampol Humpty Doo • Woolworths Humpty Doo • Humpty Doo Post Office • United Fuel Humpty Doo • Sun Newspapers office • Kings Cash Humpty Doo • Robertson Barracks.

sample line ad:

SMITH, Alfred James. Irene would like to thank all who gave their support during the long illness of her beloved husband.

sample attention getter:

Thank You

SMITH, Alfred James. Irene would like to thank all who gave their support during the long illness of her beloved husband.

sample display*:



*scaled to 43%

Advertising Conditions

Advertising accepted for publication in the Darwin and Palmerston Sun is subject to the conditions set out in rate cards and rules applicable laid down from time to time by the Publisher.

Every advertisement is subject to the Publisher's approval and the Publisher may, at its discretion, refuse to accept an advertisement for publication if it believes the advertisement may infringe the rights of any person or may not comply with all laws and regulations of the States and Territories. The Publisher accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear according to instructions.

The positioning or placing of an advertisement within the accepted classification is at the discretion of the Darwin and Palmerston Sun. Rates are based on the understanding that the monetary level ordered is used within the period of the order. Maximum period of any order is one year. Should an advertiser fail to use the total monetary level ordered the rate will be amended to coincide with the monetary amount used. The word "advertisement" will be used on copy which in the opinion of the Publisher, resembles editorial matter. The exclusive rates quoted on rate cards or in agreements are exclusive of the Goods and Services Tax ("GST") that arise out of or in connection with the charges or agreement. Any monetary level orders entered into for advertisements, which are published after 30 June 2000 will be subject to GST. The customer agrees to pay any GST liability and an amount thereof shall be added to invoices raised against the customer.

The GST component does not count towards overall monetary order expenditure or rate card discount levels. The above terms are subject to change, without notification, at the discretion of the Publisher.

Warranty & Indemnity

Advertiser's and/or advertising agencies upon and by lodging material with the Publisher for publication or authorising or approving of the publication of any material INDEMNIFY the Publisher, its directors, employees and agents against all claims, demands, proceedings, costs, expenses, damages, awards, judgements and any other liability whatsoever wholly or partially arising directly or indirectly in connection with the publication of the material, and without limiting the generality of the foregoing, indemnify each of them in relation to defamation, libel, slander of title, infringement of copyright, infringement of trade marks or names of publication title, unfair competition, breach of trade practices or fair trading legislation, violation of rights of privacy or confidential information or licenses or royalty rights or other intellectual property rights, AND WARRANT that the material complies with all relevant laws and regulations and that its publication will not give rise to any claims against or liabilities on the Publisher, its directors, employees or agents, and, without limiting the generality of the foregoing, that nothing therein is in breach of the Trade Practices Act 1974 or the Copyright Act 1968 or the Fair Trading Act 1987 or the defamation, consumer protection and sale of goods legislation of the States and Territories or infringes the right of any person.

Cancellations & Alterations

Advertisements cancelled after booking deadlines will be charged at 100%.

Advertisement Proofs

A proof is supplied for copy checking purposes only, not revision of content or layout style. One proof of each advertisement will be provided at no charge, including corrections. Additional changes with proofs will be charged at \$16.50 GST inclusive, per proof. Please check original proofs fully to avoid extra charges.

ALL COMPLAINTS MUST BE LODGED WITHIN 24 HOURS OF PUBLICATION



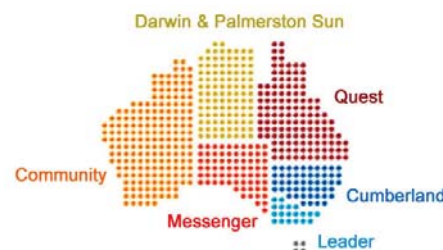
a: Level 1, Satepak House
Palmerston Cct, Palmerston
PO Box 3187, Palmerston NT 0830

t: 08 8931 3122

f: 08 8931 3144

e: mailsun@ntn.newsld.com.au

w: www.thedarwinsun.com



With **29,000+** papers printed and distributed every Wednesday to the City, Northern Suburbs, Palmerston, Howard Springs, Coolalinga and Humpty Doo - why wouldn't you want to get your business or special event noticed by **41,000+** readers!

