

NATIONAL BUILDING NEWS

australia's constructive industry news source

A reliable and trusted source of information about Australia's diverse construction industry, **National Building News** consistently delivers up to date, authoritative reporting on significant commercial, residential and major infrastructure projects and development across Australia, including news stories, construction profiles and an invaluable, detailed account of upcoming tenders.

In addition to our construction profiles and news features, **National Building News** has a range of popular sections including: Sustainability; Cutting Edge; Architecture and Service & Supply, all of which are essential reading for those who like to know what is going on behind the scenes, and in the minds of the industry's leading innovators.

5,000 copies of **National Building News** are distributed to our exclusive readership of Australia's most successful architects, builders, developers, engineers, industry suppliers, property investors and senior government personnel every issue, giving advertisers the opportunity to reach over 14,500 industry readers, every quarter.

Published by West Australian Publishers, a subsidiary of West Australian Newspapers Limited (ASX:WAN), **National Building News** is the perfect home for businesses who want to showcase their services and products and directly target the decision makers and heavyweights in Australia's construction industry.

If it's being built, it's in National Building News.



ADVERTISING RATES

All prices are subject to 10% GST.

| SIZE | CASUAL RATE | 2-3 BUY RATE | 4+ BUY RATE |
|--------------------|-------------|--------------|-------------|
| Double page spread | \$6,850 | \$5,850 | \$5,650 |
| Full page | \$3,890 | \$3,300 | \$3,200 |
| 1/2 page | \$2,450 | \$2,100 | \$2,000 |
| 1/4 page | \$1,900 | \$1,600 | \$1,550 |
| 7 col x 6cm strip | \$1,650 | \$1,400 | \$1,350 |
| 4 col x 10cm | \$1,600 | \$1,350 | \$1,300 |
| 2 col x 15cm | \$1,400 | \$1,200 | \$1,150 |

Inserts - \$605 per 1,000 • Prime positions attract a 10% loading.

Publication Dates

| Issue | Edition | Publication date | Booking deadline | Material |
|-----------|---------|------------------|------------------|---------------|
| Vol 10#12 | January | 14th December | 22nd October | 5th November |
| Vol 11#3 | April | 29th March | 11th February | 25th February |
| Vol 11#6 | July | 24th June | 13th May | 27th May |
| Vol 11#9 | October | 20th September | 5th August | 19th August |
| Vol 11#12 | January | 13th December | 28th October | 11th November |

CONTACT US

To discuss your advertising requirements, contact us on:

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MECHANICAL DETAILS

| ADVERTISEMENT SIZES | WIDTH | DEPTH |
|----------------------|--------|--------|
| 2 column x 15 cm | 69 mm | 150 mm |
| 3 column x 10 cm | 105 mm | 100 mm |
| 4 column x 10 cm | 141 mm | 100 mm |
| 5 column x 10 cm | 178 mm | 100 mm |
| 7 column x 6 cm | 250 mm | 60 mm |
| 1/2 page (landscape) | 250 mm | 184 mm |
| 1/4 page | 122 mm | 184 mm |
| Full page | 250 mm | 384 mm |
| Double Page Spread | 540 mm | 384 mm |

Artwork Supplied Digitally/By Email

High-resolution CMYK PDF files are preferred. Please note, PDFs created using PDF Library from InDesign are not acceptable. PDFs must be Version 1.3 created using distiller settings.

Macintosh versions of InDesign CS4 (if you are supplying an InDesign file, all fonts and links need to be included, Quark Xpress 4.0, Adobe Illustrator CS4 (all text converted to outlines) or Adobe Photoshop CS4. Freehand and Illustrator eps files (text must be converted to outlines).

Pictures which have been digitised can be supplied as high resolution (300dpi) EPS, TIF, or JPEG formats in Macintosh or IBM compatible versions.

Please note that:

- Due to 30% dot gain on the press, photos must be lightened off to compensate (black ink limit 80%).
- The total ink density must be no greater than 240%.
- All text must be a minimum of 12-point, unless it is 100% black (to ensure legibility after print) and then the minimum can be 9-point.
- Any black elements should be created out of black ONLY, not four colour, ie. Make black (K) equal to 100 (or a tint of black) and the other three colours used in the printing process (C, M, Y) equal to zero.
- Images which contain a tint or photo should be scanned in at 175lpi/300dpi and images which are lineart (solid) should be scanned in at 600dpi.

If your supplied artwork does not adhere to these specifications, you may be asked to re-supply the material. If errors do occur when the advertisement is printed, please be aware that the final onus is upon you to follow our artwork requirements.

ALL ARTWORK SENT BY EMAIL THAT NEEDS TO BE RE FORMATTED FROM A DIFFERENT PROGRAM SHOULD BE ACCOMPANIED BY A FAX OF THE AD OR PDF FOR LAYOUT PURPOSES.

PLEASE DO NOT SUPPLY ANY EMAIL FILES THAT ARE LARGER THAN 20MB.

For further information, please contact our production department on 08 9482 3900 or email copy @wapub.com.au



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