

Acceptable Sizes

Size	Type Area	Bleed Size
Double Page Bleed	292x482	330x520*
Double Page	292x482	
Full Page Bleed	292x227	330x265*
Full Page	292x227	
Half Page Centre Bleed	144x482	168x520*
Half Page Centre	144x482	
Half Page Horizontal Bleed	144x227	168x265*
Half Page Horizontal	144x227	
Half Page Vertical Bleed	292x111	330x135*
Half Page Vertical	292x111	
Third Page Horizontal Spread	100x482	124x520*
Third Page Horizontal Bleed	100x227	124x265*
Third Page Horizontal	100x227	
Third Page Vertical Bleed	292x73	330x100*
Third Page Vertical	292x73	
Quarter Page Horizontal Bleed	70x227	94x265*
Quarter Page Horizontal	70x227	
Restaurant Strip	26x227	50x265*

All dimensions in millimetres

Technical specifications checklist

Flight-check your PDF using Acrobat output preview.
Check spot colour and TAC (Total Ink Weight) meets spec.

Colour Management

Do NOT embed ICC profiles. Any embedded ICC profiles will be converted to the working space of the intended press. All RGB, LAB and spot colour will be converted to CMYK. WAN does not take responsibility for colour accuracy for files converted.

Photoshop settings

To achieve the best reproduction of your images we recommend you use our Photoshop Color Settings File (.csf) File is available for download at:
<http://ratecard.thewest.com.au/west-weekend-magazine-requirements>

Place this into your: Library > Application Support > Adobe > Color > Settings > Recommended.

Under the Edit menu select Color Settings.
Select profile ISO_Improved_News_260. To load the table on the images convert colour spaces from CMYK to RGB to CMYK. Check info palette to confirm conversion.

Technical support

If you require any technical information or support in relation to this product please phone Derek Williamson on 9482 3690 or 0411 123 648.

*Bleed Ads

- Trim size is 5mm inside the bleed size.
- Vertical Bleed Advertisements – type area is centered in bleed size to allow for placement on left and right hand pages.
- Horizontal Bleed advertisements – type area is from top of trim.

Production Notes

- Please don't run live type across non natural spreads.
- Type running across natural spreads to be 24pt and above.

Display Deadlines

Deadlines are set in place in order to meet our own editorial, production and print deadlines and must be strictly adhered to.

Bookings / Cancellations:

12 noon, 12 working days prior to publication.

Copy to be set:

5pm, 10 working days prior to publication.

Complete material:

5pm, 8 working days prior to publication.

How to name and supply your files

All PDF files must be named with the booking number, please contact your representative at *The West Australian* and they will supply this to you.

Digital delivery

West Australian Newspapers Limited will only accept material via electronic transmission. All digital material is required to undergo quality checks prior to acceptance; the following methods have been certified for quality testing and delivery (fees and charges apply):

Quickcut/Adstream www.quicksend.com.au
Phone: (02) 9467 7500

Digital Ads www.digitalads.com.au
Phone: (02) 9818 1965

- Publisher is **The West Australian.**
- Publication is **The West Australian – West Weekend Mag [au].**

Job Tickets

The West Australian accepts material using Medialink job tickets via Quickcut. If you would like to know more about Medialink and how it can benefit your business contact Rob Harding on 9482 3789.