

advert SPECS 2023



VILLAGE VOICE

supplied adverts

PLEASE SUPPLY YOUR ADVERT AT THE REQUIRED SPECIFICATIONS AS LISTED.

- High resolution (300dpi) pdf or jpg files only.
- CMYK files only. Ensure your supplied advert does not contain RGB or PMS colours.
- Minimum text size is 6pts.
- Maximum file size is 4MB
- Black text to be 100%K only. Please do not submit black text in rich black breakdowns.
- If you've booked multiple ads for the one issue, please supply in multi-page pdf format in the correct order.

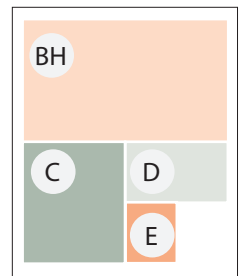
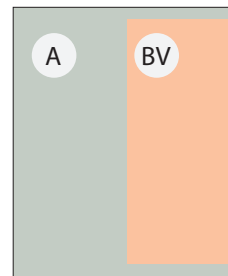
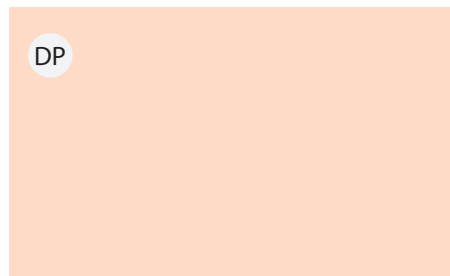
Ad Sizes

AD SIZE	WIDTH x HEIGHT	BLEED	CROPS	TYPE AREA	COLOUR	RESOLUTION
DP DOUBLE PAGE SPREAD	470 x 275mm	+ 5mm on all sides	NO CROP MARKS	450 x 255mm centred <small>(plus insert a 10mm gutter on either side of the spine)</small>	CMYK	300 DPI
A FULL PAGE	235 x 275mm	+ 5mm on all sides	NO CROP MARKS	215 x 255mm centred	CMYK	300 DPI
BH HALF PAGE HORIZONTAL	215 x 120mm	-	NO CROP MARKS	-	CMYK	300 DPI
BV HALF PAGE VERTICAL	105 x 250mm	-	NO CROP MARKS	-	CMYK	300 DPI
C QUARTER PAGE	105 x 120mm	-	NO CROP MARKS	-	CMYK	300 DPI
D EIGHTH PAGE	105 x 57mm	-	NO CROP MARKS	-	CMYK	300 DPI
E MODULE	50 x 60mm	-	NO CROP MARKS	-	CMYK	300 DPI

PLEASE NOTE:

We cannot guarantee the print quality of any submitted ads which contain artwork or images at less than 300DPI.

We make no guarantees to check any submitted ads for resolution or colour problems. Submitted ads will be printed as provided, so please ensure all specifications are adhered to.



MVN design service

IF YOU HAVE SELECTED TO ENGAGE MVN IN-HOUSE DESIGN SERVICES, PLEASE USE THE CHECKLIST TO PROVIDE ALL REQUIRED COMPONENTS TO BUILD YOUR ADVERT.

We cannot guarantee the print quality of any submitted materials less than 300DPI. Please ensure all supplied files are high resolution.

Each new advert includes an initial design and 1 set of changes. Extra changes will incur an additional fee at the standard 15min rate of \$25 + GST.

Emails with attachments are not to exceed 10Mb. Please use an alternative file sharing option if too large to email.

All components must be submitted before the Artwork deadlines listed over the page.

ITEM	✓	SPECIFICATIONS
LOGO		Best supplied in .eps format. High resolution .png and .jpg files will also be accepted.
IMAGES		Best supplied at high resolution (300DPI) at applicable size for the advert. DO NOT supply image embedded in a Word or Powerpoint document. These images will be low resolution and not useable. All images should be supplied as individual attachments on email (or via a file sharing app) at high resolution. Website or social media images are not high resolution and generally cannot be used in a printed advert. Please do not request the use of such images. Any complex digital retouching is not included in the basic ad rate. If required, it will be charged at a flat rate of \$25 + GST/15mins. Paid stock images are not included in the basic ad rate. If required, each image will be charged at a flat rate of \$10+GST/image unless otherwise notified.
BRAND INFO		Please let us know the CMYK breakdown of your corporate colours. Please provide your brand fonts in .otf format.
BUSINESS DETAILS		Full Business Name; Business Address, Business Phone Number; Website, Email Address, Social Media Links.
WRITTEN COPY		Copy will be accepted in Word doc format only. Please spell & grammar check all submitted written copy prior to submission. Please include: Headline; Unique Selling Proposition (USP) or Call To Action (CTA); any additional written information.
BRIEFING NOTES		Please submit a short blurb on the style and layout you would like in your ad design. We welcome any design examples you may like to provide, including adverts run in an alternate publication.

Please email all design elements to advertising@village-voice.com.au