

Traf News

Advertising in Traf News Information for advertisers

Introduction

More than 2800 copies are printed of each edition of *Traf News* each month other than January.

Traf News is produced in tabloid format, with six columns to the page.

It is delivered free of charge to all households and businesses in Trafalgar, by rural mail to surrounding areas (Narracan, Trafalgar East, and Yarragon) and placed in convenient locations in Trafalgar, Willow Grove, Thorpdale and Yarragon.

Copyright

Traf News Incorporated being the publisher of Traf News ('the newspaper') is the owner of the copyright in all advertisements (including artwork) prepared by the servants and/or agents of the newspaper on behalf of the advertisers. Neither the newspaper's advertisers nor any person on their behalf are authorised to publish, reproduce or copy in any manner, any of the said advertisements (including artwork) without the prior written licence of the newspaper

Advertisement size and price

Advertisement sizes and their prices are available under the heading: **What are our advertisement rates?** on the Advertising page.

Layout of advertisements

You may provide:

1. your own layout of a complete advertisement in an electronic format; or
2. the wording and graphics (submitted separately). Your advertisement will then be laid out by a member of the layout team and returned to you for confirmation.

If you are providing your advertisement in an electronic format:

1. it must be in **jpg** or **pdf** format (not **Publisher**);
2. if the advertisement is not to be printed in colour, it must be converted to **greyscale** before making a **pdf** file (a black and white file created in colour mode will use colour in the 'black' and when printed, will appear very faded as the colour in 'black' does not print);
3. if you wish to provide your advertisement in **doc** or **docx** format, please provide any graphics in a separate file in **jpg** format. This will then be re-formatted by a member of the layout team;
4. if you wish to provide a full advertisement (or part thereof) in **hardcopy**, please supply a very good, clean original copy, not one that has been folded or stapled.

Graphics for your advertisement

1. **Clip art** – we have a wide selection available or we can use any one you supply as long as it is not subject to copyright;
2. **Logos** – your business/group logo can be incorporated into the advertisement (in electronic format (**jpg** format) or good hardcopy);
3. **Photos** – electronic copies should be in **jpg** format at full resolution (minimum 1mb – photos from mobile phones are not good) or good hardcopy (not a printed photo from a digital camera unless professionally printed);
4. **Pictures taken from the internet** – are often tiny in size (they are only meant for viewing, not downloading). Check that any graphic you download is large enough and prints well, otherwise, find a good hard copy.

Colour

Full colour advertisements must be in **CMYK** format. This acronym stands for cyan, magenta, yellow and black (please don't ask us why it isn't known as CMYB because we don't know). CMYK is also known as process colour, full colour, 4 colour, and 4c.

The following colour formats must **not** be used:

- RGB format - as this format is used for projects that will only be seen on a screen (e.g., a website) and not printed (RGB stands for red, green, black)
- PMS format (Pantone Matching System[®]) – also known as spot colour or flat colour - are typically used in one and two colour printing

Enquiries regarding ad layout

1. Email: layout@trafnews.com
2. Ring Traf News on +61 3 5633 2591 (leave message if unattended and we will get back to you)
3. Contact your sales representative

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