localsearch

Online | Mobile | Directory | Websites

Directory Advertising Specifications Guide

Thank you for advertising with LocalSearch. This guide explains the technical specifications and artwork supply requirements for directory advertisements. If advertising is to be supplied through a design house or studio, please provide them with this guide. Compliance with these specifications will help to ensure good quality reproduction of advertising material. Remember, if in doubt, please contact us directly.

Advertisement Sizes (All HS Advertisements are set inhouse to LocalSearch specifications)

B1/B2 Directories

• Alice Springs • Armidale • Bundaberg • Cairns • Cassowary Coast • Coffs Harbour • Darwin • Emerald • Gold Coast South • Gosford • Gympie • Hervey Bay • Mackay • Maitland • Mount Isa • Northern Rivers • Port Macquarie • Port Stephens • Rockhampton • Tablelands • Tamworth • Taree • Townsville • Tweed Coast • Whitsundays • Wyong

HP Half Page
154mm x 118mm

HC
Half Column
75mm x 118mm

OBC
Outside Back Cover
Ad size
158mm x 237mm
(No Bleed)

IFC
Inside Front Cover

IBC
Inside Back Cover
Ad size
158mm x 245mm
(No Bleed)

DQC Double Quarter Column
154mm x 57mm

QC
Quarter Column
75mm x 57mm

B4 Directories

• Sunshine Coast • Newcastle

HP Half Page
175mm x 113mm

OBC
Outside Back Cover
Ad size
174mm x 230mm
(No Bleed)

IFC
Inside Front Cover

IBC
Inside Back Cover
Ad size
174mm x 232mm
(No Bleed)

QC
Quarter Column
86mm x 55mm

HC
Half Column
86mm x 113mm

MB Match Box
41.5mm x 55mm

MRL - Map Reference Listing
If your advertisement includes an MRL please ensure all important information is kept 5mm from the base of the advertisement

MAP 00 A0

Client Supplied Artwork

Artwork for directory advertising can be forwarded to LocalSearch in the following formats:

Preferred

- InDesign (CS4 or earlier)
- Illustrator (CS4 or earlier) AI/EPS
- Photoshop (CS4 or earlier) PSD/TIFF/JPG/EPS
- Highest resolution/print quality PDF
- QuarkXPress (6.5 or earlier)

Colour

All files are to be supplied in CMYK/Greyscale/Bitmap format.

Fonts

All fonts are to be supplied or text is to be converted to outlines or paths. If fonts are not supplied with artwork, similar fonts will be substituted from our library.

Scanned Images

All scanned images are to be a minimum of 300dpi (600dpi Bitmap) and saved in TIFF/JPG format at a size relative to their placement in the final advertisement. Original photos (hard copies) can be scanned in-house and returned to clients at a later date if necessary.
All support files are to be included separately with layers if applicable (no embedded files).

Digital Photos

Photographs from digital cameras can be emailed to artwork@localsearch.com.au

Proofs

All supplied artwork is to be accompanied by a laser printout. All clients receive a laser colour proof for approval of their artwork. We strongly advise clients to carefully check advertisement proofs and notify us, either of any changes or corrections required, or the approval of the advertisement. All possible care is taken in the making of the advertisement, however no responsibility can be accepted for printing conditions outside our control, including registration and colour variation.

Artwork for directory advertising can be forwarded to LocalSearch in the above formats by:

Post: **PO Box 3275 Robina Town Centre Qld 4230**
Files are to be supplied on CD and must be accompanied by a printout

email: **artwork@localsearch.com.au**
Clients must advise by phone or fax when sending work via email.

Printing Specifications

LocalSearch are printed on web presses at the following specifications:

Text

Lines per inch	100
Printed on	Newsprint
Maximum colour density:	240%
Maximum screen of colour:	80%
Minimum screen of colour:	30%

Cover

Outside Front Cover	175 lines per inch
Outside Back Cover	175 lines per inch
Inside Covers	133 lines per inch
Printed on	Gloss artboard

Advertisement Colour Options

White (W) Full Colour

Any colour (including white) is allowed in the advertisement, without restrictions.

Dual Colour (DC)

Any two of our exclusive pre-mixed colours, Red, Blue, Green can be added to a standard advertisement (Black). Shades of these colours can be used. No white is allowed.

Dual Colour CMYK %

Colour	Cyan	Magenta	Yellow	Black
DC Red	0	100	90	0
DC Blue	100	30	0	5
DC Green	100	0	90	0
DC Yellow	0	0	30	0

No Colour (NC)

Black and shades of black printed on yellow paper create our standard advertisement format. No white is allowed.

Distribution

LocalSearch are issued throughout the year in the following order: Gympie, Wyong, Port Stephens, Port Macquarie, Mount Isa, Bundaberg, Hervey Bay, Taree, Cairns, Darwin, Alice Springs, Tamworth, Newcastle, Maitland, Cassowary Coast, Townsville, Gosford, Tablelands, Coffs Harbour, Northern Rivers, Tweed Coast, Gold Coast South, Sunshine Coast, Rockhampton, Mackay, Whitsundays, Emerald, Wyong & Armidale.

localsearch