



DISPLAY ADVERTISING
ARTWORK INFORMATION AND MECHANICAL SPECIFICATIONS

SCOOP
PUBLISHING

MECHANICAL SPECIFICATIONS

DISPLAY ADVERTISING ART SPECIFICATIONS

SCOOP publications are produced by sheet-fed offset printing at a screen ruling of 175lpi.

PDF Format: Advertisers are encouraged to submit press-ready PDF files in CMYK with fonts embedded. *Please note: PDF files lack the ability to be edited or altered (i.e phone numbers, address, etc.)*

Photo elements: 300dpi, actual size, CMYK; .tiff, .eps or .jpeg format.

Ink density: Total combined value of CMYK colours should not exceed 320%.

Fonts: When submitting application files, include screen and printer fonts. We recommend converting text to outline, however outline text cannot be altered.

Type: Reverse type should be a minimum of 10pt and should be reproduced in a minimum of colours. Type smaller than 8 point with fine serifs should be avoided.

As SCOOP publications are printed on a satin stock, reproduction may appear differently to proofs supplied on gloss stock.

SOME OTHER CONSIDERATIONS FOR DISPLAY ADVERTISING

SCOOP publications are targeted at the higher end of the market and advertising should reflect this.


Before and afters: We recommend not using this as a form of demonstration. Scoop publications are the perfect vehicle for branding exposure and feedback suggests that before and after-style images can lessen the quality of an ad.

Design: Scoop recommends a subtle approach to display advertising. One or two quality images, a brief line or two of text and muted colour palette sits well within Scoop publications.

Prices: Price points are not generally recommended in SCOOP Publications advertisements. As we are a quarterly publication these can quickly become outdated. Again, they can lessen the quality of an ad.

Copyright: We recommend seeking approval for third party images before submitting advertising material to SCOOP Publishing, to avoid copyright issues.

Naming Conventions: When naming your files for a Scoop publication please try to follow this method, **CLIENT_NAME_PUBLICATION_HR** HR standing for Hi-Res. This will ensure we check the correct file for print.



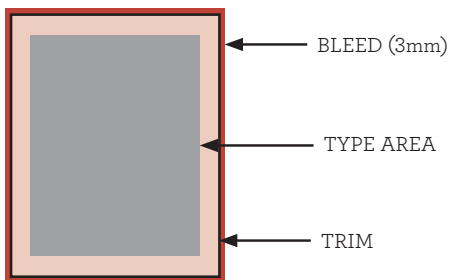
If you have concerns or questions about the quality or design of your display advertising, please call Scoop and speak to the Artwork Department. Our experienced designers are happy to make suggestions regarding supplied advertisements and artwork

MEASUREMENTS

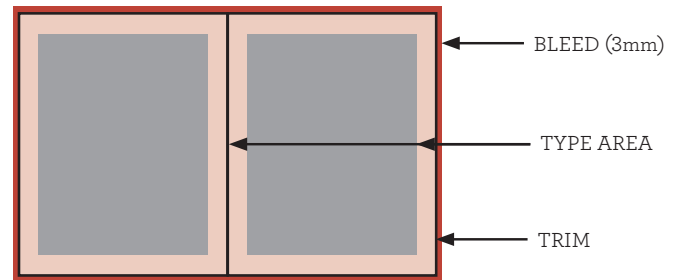
All measurements are in millimetres and are width x depth.

Ad specs	Bleed (3mm)	Type Area	Trim
Double page spread*	486 x 308	408 x 265	480 x 302
Full page	246 x 308	204 x 265	240 x 302
Half page vertical	123.5 x 308	99.5 x 265	117.5 x 302
Half page horizontal	246 x 154.5	204 x 125	240 x 148.5
Third page vertical	88 x 308	66 x 265	82 x 302
Third page horizontal	n/a	208 x 85	n/a
Quarter page	n/a	99.5 x 130	n/a

Full Page



Double Page Spread



- Bleed: The size required for an advertisement to run to the edges of the magazine.
- Type Area: The area in which type must be contained to ensure it will not be trimmed off & to provide suitable inset from the edge.
- Trim: The size of the advertisement, once cut to the completed magazine size.

*DOUBLE PAGE SPREAD ADDITIONAL INFORMATION

When providing DPS adverts please bear in mind that the type area along the centre of the spread should be considered. This means adhering to the type areas on a strip of 18mm vertically through the centre of the advert.

Please remember to allow an additional 7mm in the type area on the outside left and right edges of your double page ad. This is because binding in the front section of our publications may require us to move your artwork away from the spine to ensure that your images will line-up correctly .

DISPLAY ADVERTISING

The artwork department at SCOOP Publishing will be more than happy to assist you with the creation and development of your ad through our team of experienced professional graphic designers. However, their may be the occasion where yourself or a third party will wish to design the ad, so we've put together a guide that will hopefully help you out in it's creation.

WHAT MAKES A GOOD ADVERTISEMENT?

When designing your ad there are a number of things to take into consideration before creating it, these are:

- The publication

Look through the magazine you're about to advertise in and consider its style and the look of the other advertisers. You'll often find they compliment each other and sit together on a page well.

- The physical size

Consider the space and size of the ad that you would have booked through your sales representative. Common mistakes that advertisers make can be wanting to show a landscape image when they have booked a narrow 3rd page vertical space. Or providing enough copy to fill a full page when the ad is only going to be a half page. Check to see which side of the spread your ad will sit as this may determine where you position important details and imagery. If at any time you are unsure of what will work in your ad space please feel free to contact a member of the design team at artwork@scoop.com.au

- Printing constraints

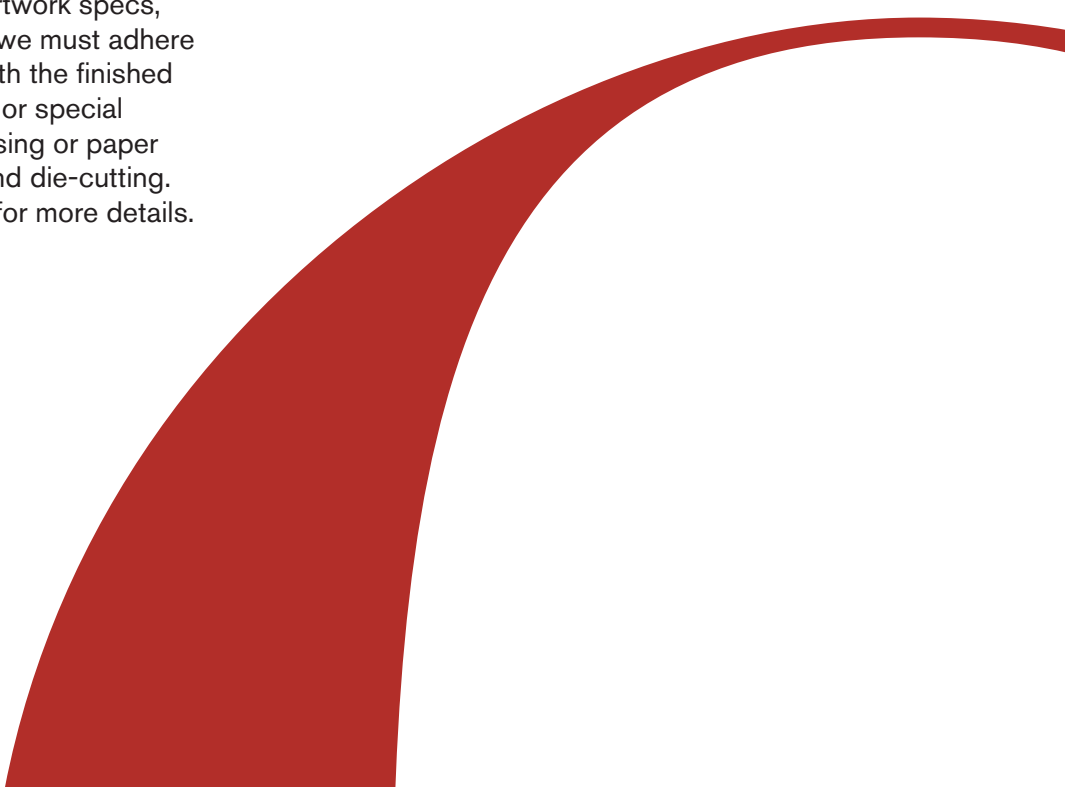
As mentioned previously in the artwork specs, there are certain parameters that we must adhere to when providing the printers with the finished artwork. There can be no metallic or special inks used on ads, and no embossing or paper treatments including varnishes and die-cutting. See 'Mechanical Specifications' for more details.

- Your audience

What do you want to say? Remember that your ad is only a quick page turn and must get the attention of the reader in the most appropriate fashion. A single-minded proposition is by far the best way of keeping the interest and making sure your ad is understood in an eye blink. Make it memorable either with a clear headline or strong imagery that you feel best represents you.

- Keep it clean and simple

Creating an eye-catching ad does not mean that you need to assault the senses with garish colours, price flashes and lots of imagery. A magazine's function is to provide a relaxing informative enjoyable read, if something appears over complicated and fussy the reader will simply turn the page and not bother. It's the mind of the reader you have to consider at all costs, not personal taste or preference. A well constructed promotional ad will follow a very simple principle; what do I do, and where can I get it?



DISPLAY ADVERTISING

THINGS TO AVOID?

We've talked about what things to do, to make your ad a good looking functioning piece of print so now we need to list possible 'pit-falls' that may add a negative effect to your advertising.

- The wrong message

There are certain words that will provoke a negative reaction among readers and you should avoid these types of words whenever possible. They include; OFFER, CHEAP, BARGAIN, CLEARANCE, SALE, HURRY. These types of words provoke the 'hard-sell' thoughts in the reader and will often seem aggressive.

- The wrong colours

As mentioned before garish colouring does not catch the eye, rather it slaps you about the face. Consider your product and messaging and select a colour scheme that is both appealing and relevant to you.

- Bad photography

It is important to have the right photography in your ad as this will show readers exactly what you're on about. If it's of bad quality or poorly shot it will generate an immediate opinion in the mind of the reader, as much as a beautiful well composed image would. If you are ever unsure about your images, your sales representative can put you in touch with one of our experienced photographers who will help you get the best out of your product.

- Poor orientation

Don't rotate your ad in the space if there is no good reason to do so. If you feel you need a horizontal space then book a horizontal space. Turning an ad on its side to fill the space will make it look strange and again research has shown that people will not bother to rotate the page.

- Timings

When supplying your ad please ensure that you have left enough time for any changes or amendments that you, or we may need to make. Give yourself ample time to review your ad before giving us a clear sign off. The last thing we want to happen is to discover a mistake once the ad is in print due to not having enough time to properly give it the attention needed. Your sales representative will be more than happy to let you know the schedule for a magazine and tell you when we would ideally like to have your artwork.

Your advertising investment is only as effective as the message you send, which relies on the quality of your artwork. Please ensure your artwork is of the highest possible standard.

If you have any queries and questions please do not hesitate to contact the design team at artwork@scoop.com.au

TERMS AND CONDITIONS

At SCOOP Publishing we want your advertisement to work for your business. However, there are limitations on what we can guarantee and steps that clients and design agencies can take to ensure an effective result.

LIMITATIONS ON TRIMMING (CUTTING OFF THE EDGES OF YOUR ADVERTISEMENT)

Trimming is not an exact science – variations of up to 2mm are considered acceptable. Placing text, logos, key lines or other significant elements within 10mm of the trim edge is not recommended as cropping (the removal of elements during trimming) can occur.

COLOUR LIMITATIONS AND COLOUR CALIBRATED PROOFS

Factors that impact on colour variation include the quality and type of stock, the printing operator, screen calibration and different proofs.

The way an image appears on your computer monitor will be different to the way it looks on another monitor and after print. Results will also vary between issues and individual magazines within a single issue.

The only way to guarantee colour reproduction with 98% accuracy is to supply a colour calibrated proof. If utilising SCOOP in-house design services, this will cost an additional \$150. If using an external design agency, check that this is part of the service. If not, we CANNOT guarantee colour reproduction and will not be responsible for variations. Calibrated proofs supplied from the printers may take up to 48 hours to be provided. For additional prints, a fee of \$150+GST will be charged.

IMPORTANT POINTS ON SCOOP PUBLISHING IN-HOUSE DESIGN SERVICES

- All material regarding the advertisement is required to be supplied by the client.
- The quality of images provided is the most impacting element on your artwork. Ensure you organise photography early. We can recommend photographers.
- SCOOP Publishing in-house designers do not consult externally or visit client's businesses – for this purpose you need to employ the services of a professional design agency.
- Proofs can be supplied via fax or email. Alternatively, clients are welcome to visit the SCOOP Publishing offices to assist in the sign off and design process.

DEADLINES ARE FINAL

Clients unable to sign off or supply artwork in time for print will be liable for 100% of cost of advertising. All in-house advertisements are required to be signed off by fax, email or in person. Once an advertisement has been signed off, it may not be able to be changed. It is the client's responsibility to ensure information is accurate. No verbal changes will be accepted.