



advertising rates & sizes **2015**

Size	Width x depth mm (finished size/no bleed*)	Cost (before GST)	Cost (inc GST)
1/8 page vertical colour	55w x 175d	\$340	\$374
1/8 page horizontal colour	120w x 85d	\$340	\$374
1/4 page vertical colour	120w x 175d	\$560	\$616
1/4 page horizontal colour	245w x 85d	\$560	\$616
1/2 page vertical colour	120w x 365d	\$920	\$1012
1/2 page horizontal colour	245w x 175d	\$920	\$1012
1/2 page colour on IFC/IBC	as above	\$1020	\$1122
Full page colour (no bleed)	245 x 365	\$1630	\$1793
Full Page: Page 1 (no bleed, uncoated stock)	245 x 365	\$1870	\$2057
Full page: Inside Front Cover or Inside Back Cover (no bleed, coated stock)	245 x 365	\$1870	\$2057
Back Cover colour (coated stock) <i>can bleed off page</i>	275 x 395 (+ 5mm bleed Top/Bottom/LH side - no cropmarks)	\$2460	\$2706

Late Cancellation fee: **50% of ad cost.** Please notify any changes to booking by cancellation deadline.

NB AGENCIES: Prices do not include Agency Commission

early general placement

Preferred placement on pages 7, 9, 11 incurs 10% surcharge.

****NB RT128 Aug/Sept preferred placement surcharge extends to pages 13 & 15**

Ads must be 1/4 page or larger. No advertising available on pages 1-6.

No single ad per page requests (except full page)

discounts

Book 3 ads in advance and receive **10% discount**

Book 6 ads in advance and receive **15% discount**

Book Print+Online and receive **15% discount** on cost of online ad

information & bookings

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**real
time**

artwork specifications 2015

file delivery:

- up to **6MB EMAIL** to advertising@realtimearts.net
- over **6MB** use <https://www.wetransfer.com> or similar free FTP program (simple instructions are on the sites)

file requirements:

RealTime is printed on Norstar 55gsm paper stock using cold set (web offset) printing.

The cover is printed on Sappigloss 104gsm.

- **CMYK PDF files (preferred)** - print/press optimised 300dpi with fonts & images embedded. (For designs with complex transparencies it is recommended that you make an eps or postscript file and then PDF using Adobe Distiller, rather than simply exporting to PDF.)
- JPG/TIFF files 300dpi. Please note, due to rasterisation this format may result in slightly lower quality reproduction than a PDF
- Correct size as booked, **NO bleed** (unless back cover), **NO crop marks**
- CMYK colour, total ink limit 215% (see below)
- Please set any spot colours to separate to CMYK.

design specifics:

To ensure best results on our paperstock please make sure your artwork conforms to the following. We may ask you to resupply if these details are incorrect.

- **TOTAL CMYK INK LIMITS 215% ***

Please ensure CMYK colours & images **do not exceed 215%-220%**. (ie Cyan=40, M=40, Y=40, K=90 Total saturation = 210%).

Colour profiles will be ignored at the press so please MANUALLY adjust the ink limits, and save without a profile. If unsure how to do this, an instructional video can be found at <http://www.realtimearts.net/designtips>

There may be a discrepancy between colours on your screen and their appearance in CMYK inks on news stock. To get a closer idea as to how your colours will print we suggest previewing with USWeb (SWOP) Uncoated Colour settings in your layout programs and Adobe Acrobat. You may also use this setting in Photoshop, however you will then still need to manually adjust the CMYK as this profile's default is 260% CMYK, and then save without embedded profile.

* For ads booked on **Back Cover / Inside Back Cover / Inside Front Cover**, the ink limit is **280%**. Use USWeb (SWOP) Coated profile for previewing.

- **FONT SIZES: no smaller than 12pt bold in reverse**

Do not use fonts below 12pt bold for text in reverse (white on black) or coloured text made of more than 2 inks as they may fill in and/or appear blurry due to dotgain & mis-registration. (Adding a 0.5 black outline may assist with accurate registration in some cases.)

Fine detail in small logos will also be difficult to read. If this is an issue, we suggest making logos larger.

- **AVOID RICH BLACKS & 3-4 colour inks for small text & logos**

We recommend you avoid rich blacks (made from CMYK) for small text or logos as it increases the possibility of misregistration. We recommend the use of K=100.

For more information go to www.realtimearts.net/designtips

Please contact Katerina 0406 352 681 advertising@realtimearts.net or Virginia 61 2 9332 4549 virginia@realtimearts.net if you have queries about any of these specifications and they will refer you to our designer.

artwork services

RealTime also offers artwork design services.

Costs start at \$66 inc gst for an 1/8 & 1/4 page layout. All you need to supply is the copy + logos + image/s as required.

