

B2 & B4 Advertising Specifications

localsearch

Thank you for advertising with Localsearch. This guide explains the technical specifications and artwork supply requirements for directory advertisements..

If pre-set 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 on **1300 36 0867**.

Distribution...

Localsearch Directories are currently distributed in the following regions:

B1/B2 Format

NSW: • Albury-Wodonga (**NSW/VIC**) • Armidale, Inverell & Moree • Coffs Harbour & Grafton • Dubbo & Mudgee • Gosford • Maitland & Cessnock • Muswellbrook, Singleton & Scone • Northern Rivers • Nowra & Ulladulla • Port Macquarie & Kempsey • Port Stephens • Shellharbour & Kiama • Southern Highlands • Tamworth & Gunnedah • Taree & Forster-Tuncurry • Tweed Coast • Wollongong • Wyong • **NT:** Alice Springs • Darwin & Katherine
QLD: • Bundaberg • Burnett Region • Cairns • Cassowary Coast & Hinchinbrook Shire • Emerald • Fraser Coast • Gympie • Mackay • Mount Isa • Rockhampton & Gladstone • Tablelands • Toowoomba • Townsville • Whitsundays

B4 Format

NSW: Newcastle & Lake Macquarie • **QLD:** Sunshine Coast

Digital Only – **QLD:** • Gold Coast

Adcodes & Abbreviations

Display Ads & HS Ads

HPW

Half Page - White

HCW

Half Column - White

DQCW

Double Quarter Column - White

QCW

Quarter Column - White

MBW

Matchbox - White

3HSLR

3 Half Spaces with Logo and Red

1HSR

1 Half Space with Red

Cover Ads

IBC

Cover - Inside Back

IFC

Cover - Inside Front

OBC

Cover - Outside Back

OFCL

Cover - Outside Front Cover Logo

Listings & Extra Lines

ABL

Bold Listing - Anchor

CBL

Bold Listing - Classified

CRL

Regular Listing - Classified

CFL

Free Listing - Classified

EL-Y

Extra Line - Classified

ELF-Y

Extra Line Free - Classified

SYBL

Super Yellow - Bold

SYLL

Super Yellow - Logo

WBL

Bold Listing - A-Z

WRL

Regular Listing - A-Z

WFL

Free Listing - A-Z

EL-W

Extra Line - A-Z

ELF-W

Extra Line Free - A-Z

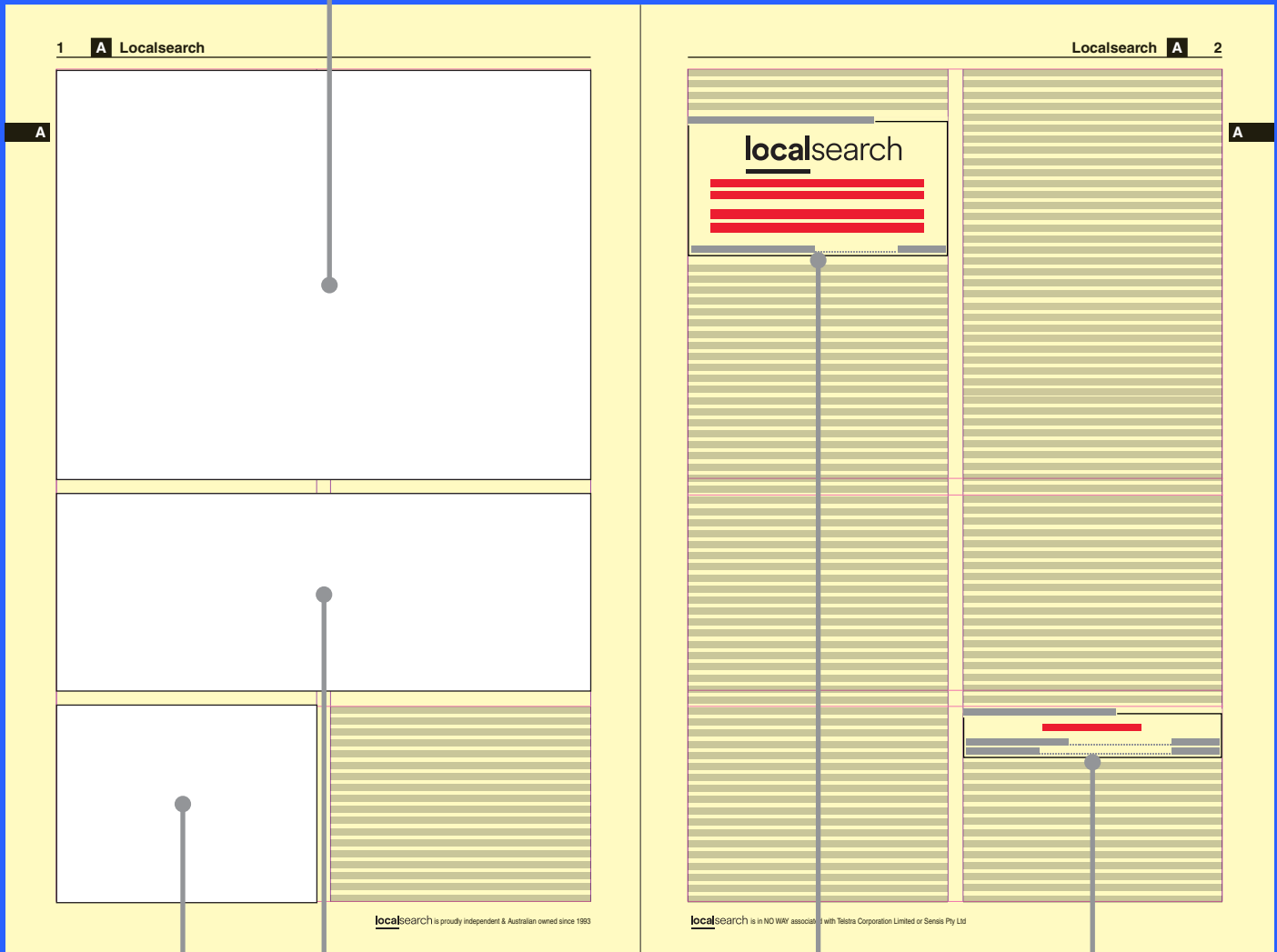
B2 Directory Advertising Sizes

Platinum
(HPW)
154mm x 118mm

Cover Adverts

(OFCL)
Outside front cover
logos to be set
in-house to suit your
logo size/shape.

<p>OBC Outside Back Cover Ad Size 158mm x 237mm (No Bleed)</p>	<p>IFC Inside Front Cover</p> <p>IBC Inside Back Cover Ad Size 158mm x 245mm (No Bleed)</p>
---	---



Gold
(DQCW)
154mm x 57mm

Silver
(QCW)
75mm x 57mm

3HSLR

1HSR

Bronze

All HSR
Advertisements
are set in-house
to Localsearch
specifications.

B4 Directory Advertising Sizes

Platinum
(HPW)
175mm x 113mm

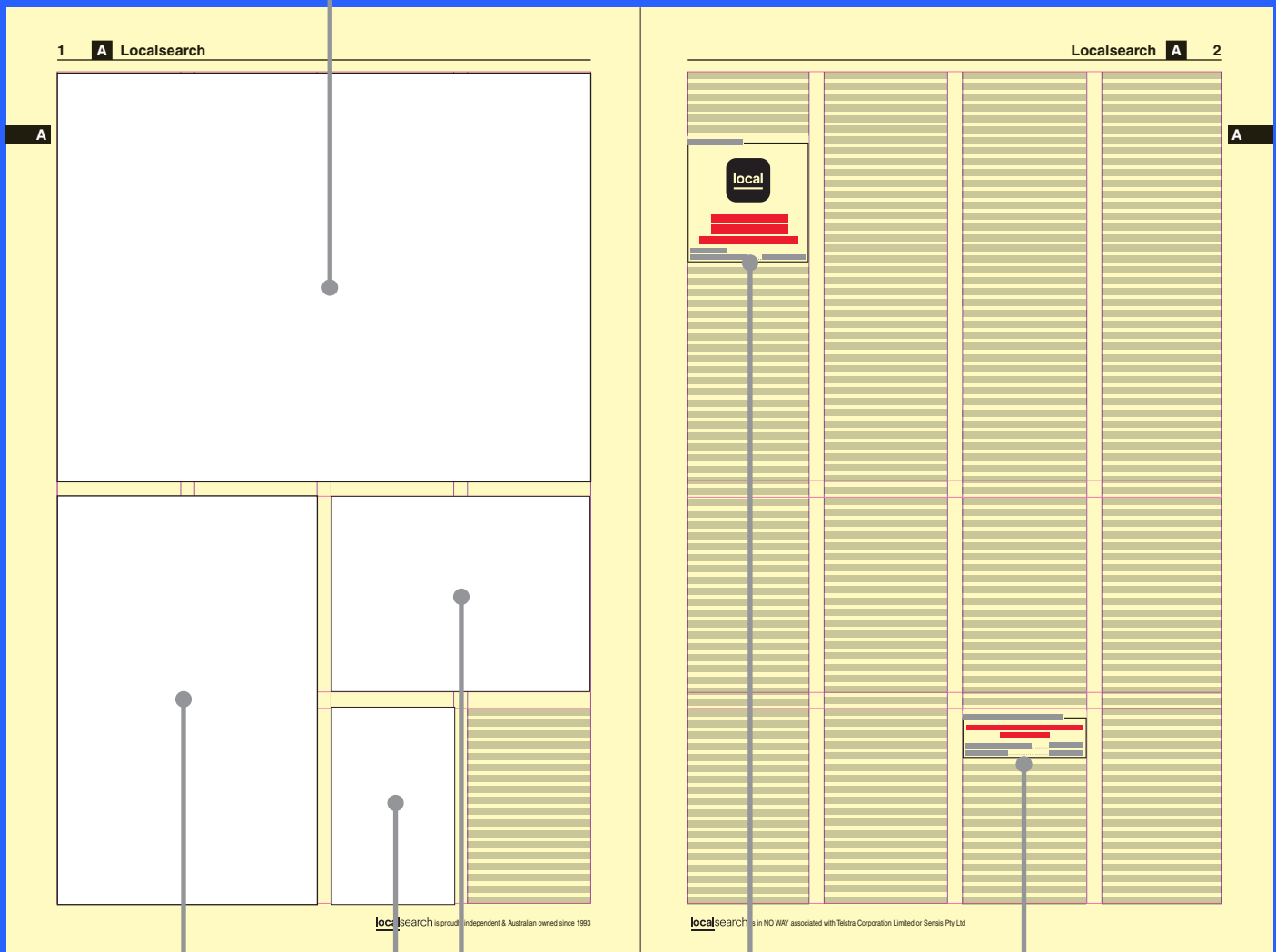
Cover Adverts

(OFCL)
Outside front cover logos to be set in-house to suit your logo size/shape.

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)



Gold
(HCW)
113mm x 86mm

Silver
(QCW)
86mm x 55mm

Bronze
(MBW)
41.5mm x 55mm

3HSLR

Bronze

1HSR

All HSR Advertisements are set in-house to Localsearch specifications.

Client Supplied Artwork...

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

Preferred

- ✓ InDesign (CS6 or higher)
- ✓ Illustrator (CS6 or higher) AI/EPS
- ✓ Photoshop (CS6 or higher) PSD/TIFF/JPG/EPS
- ✓ Highest resolution/print quality PDF
- ✓ No security settings

Fonts

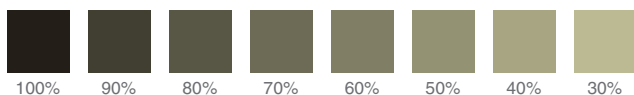
All fonts are to be converted to outlines or paths. If fonts are not converted within artwork, similar fonts will be substituted from our library.

Artwork Text

	Minimum Size/Weight
Black text on white or page yellow background	6pt regular
White text on black background	7pt medium
White text on coloured background	8pt bold
All 'fine' and 'light' font weights	10pt regular

No Colour (NC) Advertisements

Black & shades of black (K=100) printed on yellow paper create our standard advertisement format. No white is allowed. Tints may be used but densities below 30% are not recommended.



White (W) Full Colour Advertisements

White (W) Full Colour. Any colour (including white) is allowed in the advertisement, without restrictions. All artwork is to be supplied in CMYK. Pantone colours will be converted to corresponding CMYK values, therefore colour will vary when printed. Total ink weight of a colour must not exceed a level of 240%

Scanned Images

All scanned images are to be a minimum of 300dpi and saved in 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 requested. All digital support files are to be included separately with layers if applicable (no embedded files).

Digital Photos

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

Proofs

All clients receive a digital copy or the 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 USB Flash Drive, One Drive or Drop Box.
Flash Drives will be returned upon request.

Email: artwork@localsearch.com.au

Printing Specifications...

Localsearch directories 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

Note

Ads must not contain profanity or bad grammar and punctuation. Symbols, numbers, and letters must be used properly. Ads must not constitute, facilitate, or promote illegal products, services or activities. Ads must not contain shocking, sensational, disrespectful or excessively violent content.

Advertising Specifications

Contact Details

Operating Hours

Monday - Friday 8:30am - 5:30pm AEST

Email Contact

General enquiries: enquiries@localsearch.com.au

Sales enquiries: sales@localsearch.com.au

Website enquiries: info@ldweb.com.au

Supply us with artwork: artwork@localsearch.com.au

Feedback: feedback@localsearch.com.au

Order extra directories: orderbooks@localsearch.com.au

Employment opportunities: careers@localsearch.com.au

All Enquiries

Head Office Phone: **1300 36 0867**

Head Office Fax: 1300 81 8962

Head Office Address

138 Robina Town Centre Drive, Robina Qld 4226

Postal Address

PO Box 3275, Robina Town Centre Qld 4230

ABN: 64 130 550 971

www.localsearch.com.au

localsearch
