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

<table>
<thead>
<tr>
<th>Size</th>
<th>Ad Size</th>
<th>(No Bleed)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HP</strong> Half Page</td>
<td>154mm x 118mm</td>
<td></td>
</tr>
<tr>
<td><strong>HC</strong> Half Column</td>
<td>75mm x 118mm</td>
<td></td>
</tr>
<tr>
<td><strong>OBC</strong> Outside Back Cover</td>
<td>158mm x 237mm</td>
<td>158mm x 245mm</td>
</tr>
<tr>
<td><strong>QC</strong> Quarter Column</td>
<td>75mm x 57mm</td>
<td></td>
</tr>
<tr>
<td><strong>DQC</strong> Double Quarter Column</td>
<td>154mm x 57mm</td>
<td></td>
</tr>
<tr>
<td><strong>IFC</strong> Inside Front Cover</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>IBC</strong> Inside Back Cover</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### B4 Directories
- Sunshine Coast • Newcastle

<table>
<thead>
<tr>
<th>Size</th>
<th>Ad Size</th>
<th>(No Bleed)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HP</strong> Half Page</td>
<td>175mm x 113mm</td>
<td></td>
</tr>
<tr>
<td><strong>HC</strong> Half Column</td>
<td>86mm x 113mm</td>
<td></td>
</tr>
<tr>
<td><strong>QC</strong> Quarter Column</td>
<td>86mm x 55mm</td>
<td></td>
</tr>
<tr>
<td><strong>MB</strong> Match Box</td>
<td>41.5mm x 55mm</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Colour</th>
<th>Cyan</th>
<th>Magenta</th>
<th>Yellow</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>DC Red</td>
<td>0</td>
<td>100</td>
<td>90</td>
<td>0</td>
</tr>
<tr>
<td>DC Blue</td>
<td>100</td>
<td>30</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>DC Green</td>
<td>100</td>
<td>0</td>
<td>90</td>
<td>0</td>
</tr>
<tr>
<td>DC Yellow</td>
<td>0</td>
<td>0</td>
<td>30</td>
<td>0</td>
</tr>
</tbody>
</table>

**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.