



Australian Government  
Department of Defence

# Navy Army Air Force Newspapers

## 2017 Advertising Rate Card

### Department of Defence official publications

*Navy News, Army News and Air Force News* are published fortnightly by the Directorate of Defence News and Multimedia. Editions are available in print and online.

Distribution is Australia-wide to full time serving Defence members and members of the Reserve forces and Cadet units, and to deployed forces overseas.

Copies are also mailed to subscribers and Australian and foreign Defence attaches and Consular offices in Australia and overseas.

The newspapers are the official medium of the Department of Defence to inform personnel of:

- Policy changes in plain English
- General news relevant to the Australian Defence Force
- International news and features

*Navy News, Army News and Air Force News* are the only official newspapers produced by the Department of Defence and are read by people who make decisions on Defence policy and purchasing.

*Navy News, Army News and Air Force News* are the most effective publications to promote any product directed at high income, active, healthy and well informed adults.

*Navy News, Army News and Air Force News* are the most effective publications to promote any message or information to Defence Members or Defence Civilians

#### Advertising Department

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THE OFFICIAL DEFENCE SERVICE NEWSPAPERS

ADVERTISING RATES - 2017

All rates are **per title, per edition** and include Goods and Services Tax (gst).  
 All advertising requests must be submitted on a current Defence News space booking contract.  
**Rates are subject to change. Account terms are strictly 30 days from invoice date.**  
 (Contract rates are based on total column centimetres to be used over a 12 month period)

Contract rates

- Level 1** up to 1064 col/cms per annum ..... \$9.35 per single column cm
- Level 2** 1064 to 2400 col/cms per annum ..... \$7.70 per single column cm
- Level 2** **If you run the same size ad in all three titles on the same publication date**
- Level 3** over 2400 col/cms per annum ..... \$6.60 per single column cm

INSERTS

**Loose leaf insert rate (single A4 sheet)**.....\$120.00 per 1,000 (incl gst)  
 All inserts must be approved by the Advertising Manager prior to placement  
 Quotes for multi pages available on request. Inserts should be delivered to Horton Media  
 17-23 Business Drive (off Boundary Rd) Narangba QLD 4504 between 8:30 am - 5:00 pm M-F

CIRCULATION

NAVY NEWS	ARMY NEWS	AIR FORCE NEWS
9,000	18,500	8,000

ONLINE

Defence newspapers, once printed, are also published online. Online publication usually occurs on the Monday of the publication week. Activate a redirection weblink to your website or email address from your advertisement for only \$20 (incl gst) per title, per edition

- Navy News [www.defence.gov.au/news/navynews](http://www.defence.gov.au/news/navynews)
- Army News [www.defence.gov.au/news/armynews](http://www.defence.gov.au/news/armynews)
- Air Force News [www.defence.gov.au/news/raafnews](http://www.defence.gov.au/news/raafnews)

Get the APP on either Apple or Google



Navy News Australia



Army News Australia



Air Force News Australia

ARTWORK SPECIFICATIONS

Total ink limit of 280% • Dot gain 26% • Max Blk 96% • GCR with a heavy black plate • UCA of 70%.  
 ICC profile available on request. **Further technical details are on the last page of this document**  
 Ad sizes are expressed as cms high x columns wide ie 15x3 is 15 cm high x 3 columns (11.1 cm) wide

**Column widths** 1 col=3.5 cm, 2 col=7.3 cm, 3 col=11 cm, 4 col=14.8 cm, 5 col=18.6 cm, 7 col=26.1 cm  
**Half page (19x7) =190mm (high) X 261mm (wide) Full page (38x7) = 380mm X 261mm Page width is 7 columns**

All submitted advertising is subject to approval by the respective Service Headquarters prior to acceptance. Some categories of advertising are not acceptable. Gaining clearances may require a booking date to be deferred. Any business in an industry where a licensing or registration regime applies may be required to display licence or registration details in your advertisement

**Defence Newspapers do not accept recruitment advertising (the only exception is for Military positions)**

FOR BOOKINGS OR ENQUIRIES EMAIL [advertising@defencenews.gov.au](mailto:advertising@defencenews.gov.au)

2017 Deadlines

Bookings (or cancellations) and artwork must be submitted **PRIOR TO 12 noon (AEDST)** according to the table below. On hand artwork may be used or bookings may be cancelled if artwork has not been received **before** the deadline

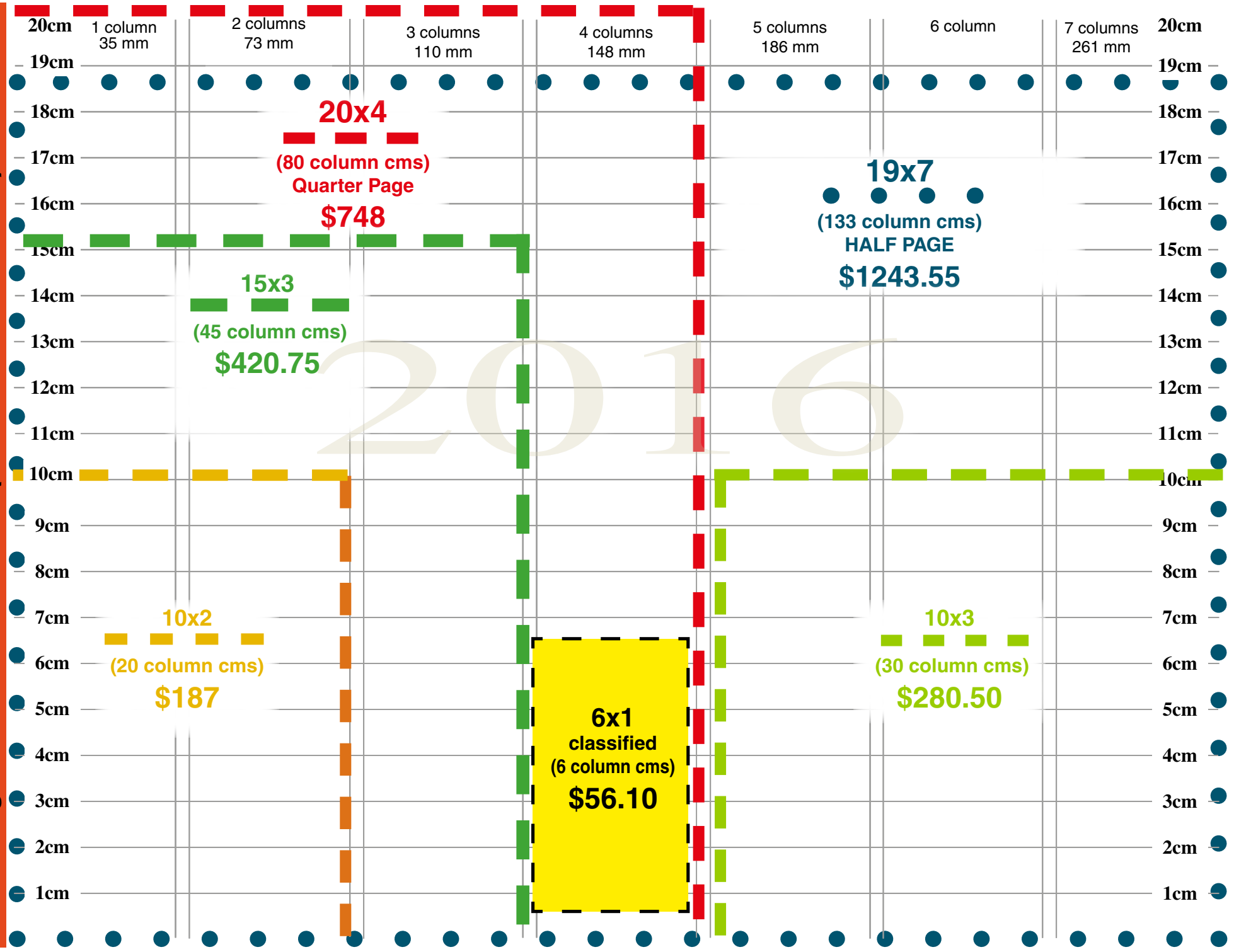
Edition Publication Date	DEADLINE Booking and Artwork (PRIOR TO 12 noon ACT time)	Loose leaf INSERT delivery dates
09-Feb-17	25-Jan-17	01-Feb-17
23-Feb-17	08-Feb-17	15-Feb-17
09-Mar-17	22-Feb-17	01-Mar-17
23-Mar-17	08-Mar-17	15-Mar-17
06-Apr-17	22-Mar-17	29-Mar-17
20-Apr-17	05-Apr-17	12-Apr-17
04-May-17	19-Apr-17	26-Apr-17
18-May-17	03-May-17	10-May-17
01-Jun-17	17-May-17	24-May-17
15-Jun-17	31-May-17	07-Jun-17
29-Jun-17	14-Jun-17	21-Jun-17
13-Jul-17	28-Jun-17	05-Jul-17
27-Jul-17	12-Jul-17	19-Jul-17
10-Aug-17	26-Jul-17	02-Aug-17
24-Aug-17	09-Aug-17	16-Aug-17
07-Sep-17	23-Aug-17	30-Aug-17
21-Sep-17	06-Sep-17	13-Sep-17
05-Oct-17	20-Sep-17	27-Sep-17
19-Oct-17	04-Oct-17	11-Oct-17
02-Nov-17	18-Oct-17	25-Oct-17
16-Nov-17	01-Nov-17	08-Nov-17
30-Nov-17	15-Nov-17	22-Nov-17
14-Dec-17	29-Nov-17	06-Dec-17

*Navy, Army and Air Force newspapers are published fortnightly by The Directorate of Defence News and Multimedia. Every advertisement is subject to Defence, the Directorate, and individual Service Headquarters approval and the Directorate may, at its discretion, refuse to accept an advertisement for publication. The Directorate accepts no responsibility or liability in relation to any loss due to the failure of an advertisement to appear, for any reason, or if it appears in a form which is not in accordance with the instructions received by the Directorate. The fact that an advertisement is accepted for publication does not mean that the product or service has the endorsement of the Department of Defence.*

# Example Advertisement Sizes base on Level 1

Other sizes available on request Rates are **per title per edition** and include gst

**Full Page = 38 CMS X 7 Columns (266 Column Centimetres) \$2487.10**



## Advertising in Newsprint

Reproducing colour advertisements for newsprint differs significantly from reproducing colour for magazines. When colour printing on a web press on newsprint paper, there is a difference in quality from publications printed on sheet-fed coated paper. This section explains how to create colour ads that reproduce most effectively in newspapers.

## Tone Reproduction

The relationship between tones in an original (colour transparencies, photographic prints, colour and electronic artwork, line art) and tones in the printed work is known as tone reproduction and is often called contrast. Because of tone compression, newsprint reproduction has significantly less contrast than the original or magazine publications.

The darkest four-colour area should not exceed 280% total ink density. All images should have a minimum of 3% in the highlight.

## Dot Gain

Not all dots grow at the same degree. The greatest growth is in the midtone. This becomes significant owing to the high absorption characteristics of newsprint and the speed (copies/hour) of the non-heatset offset presses. Optical dot gain is caused in part by the relative darkness of the newsprint itself: the brightness (or whiteness) of the paper. You cannot eliminate optical nor mechanical dot gain. You must compensate for this effect in your images and flat tints. Without the required change, your colour ad will print heavy and muddy looking. Mechanical dot gain is approximately 26%.

## Gray Balance

The first consideration of colour reproduction on newsprint is determining the combination of cyan, magenta and yellow inks that will reproduce an original neutral gray image as the same gray upon printing. Colour impurities of inks, lower ink densities, and the lower brightness factor of newsprint all affect gray balance. A minimum of 20% contrast between foreground and background is recommended.

## Type and Tints

For any dropout (reverse) type or colour type at least 18pt medium to bold sans-serif typeface is recommended. Dropout (reverse) type in a black only area should be at least 12pt medium to bold sans-serif typeface. All colour rules should be at least 1.5pt, all B/W rules a minimum of .5pt. Please note that type in a graphic is not set type, but a scanned four-colour black. This can cause a shadow effect if there is misregistration on the press.

Any element that is black should be made up of black ink only. Be sure to check ALL text, logos, scans, and photos. Make sure your black is 100%K, not a CMYK mix, (not 0R 0G 0B, not 32R 32G 32B, not "automatic" or "rich black" or "registration").

Blacks that are not 100%K will print on all CMYK plates and have a greater chance of misregistration and look fuzzy or shadowed.

## Images

Images in the newspaper will appear 20 percent to 30 percent darker than a laser proof or the image on your screen, so consider dot gain when preparing your ad.

RGB is the best format for images only now. What traditionally has happened is that a profile is supplied and you make a CMYK image to that profile, 60 – 80% don't get it right and over time with computer rebuilds, updates and software misrepresenting what's happening - about 95 -100% end up wrong. The default settings that Photoshop invariably goes to will look great on screen and within the created PDF, but will print dark and muddy as it demands that more ink is put on the paper than the paper itself can carry due to the dot gain.

If you supply an RGB image within a PDFX4 PDF, our printer's software will read it correctly and convert it to CMYK using our profile when it arrives. This has proved to be very reliable and gives better results around effects such as drop shadows because the software does a much better job of the flattening process than InDesign, Quark or distiller.

1. Set your RGB in Photoshop to sRGB in the colour settings, set cmyk to our profile (which can be provided on request) so it will try to display how it will look.
2. Manipulate the image for good contrast and sharpness to overcome the smaller colour gamut and blurring effect of coldset printing. (an "Action" can be provided to automate this process if required).
3. Save and place in your ad, with or without profile as our standard for missing profiles is sRGB.

## Image size

Supplied images; jpeg, tiff, bmp,giff, png should be no greater than 200 pixels per inch @ 100%

Background tints and text colours need to be defined as CMYK colour. Please be very aware that many default colours within InDesign etc. are not compatible with coldset printing as they do not take into account the ISO standard of 26% dot gain.

1. For instance RED is often 100M 100Y 15K. On our press that often is considered brown. So a bright red is usually 100M 85Y. Simplify colours to two inks if possible to make them brighter and more reliable.
2. Try make one primary colour 100%, this means any text printed in this colour will have one edge drawn on the plate at full laser resolution, so will print sharper.
3. Grey should be a percentage of black not made of four inks
4. Black text etc. should be black ink only, otherwise it becomes blurry.
5. The most reliable colours are the primary inks, for instance if someone complains their tint changes colour from one printing to the next, generally they have chosen (for example) a pink like 20M 5C 1K 2Y. 20M only would be so much better as it can only change from light magenta or darker magenta.
6. The total percentage of ink within a colour must remain under 280%.

## Spot colours

Spot colours are created for a dot gain of 13 – 19% depending on them being for coated or uncoated stock and has no problems with a TAC of 300+. In contrast newsprint or coldset printing is set for 26% dot gain and a max TAC of 280%. Software convention is to honour original spot colour percentages in the conversion to CMYK so many print dark or with colour shift due to the extra dot gain. You are better to find your spot colour, convert it to process colour, lighten and simplify the given percentages.

## Exporting to PDF

To get the best results please use the attached joboptions setting for InDesign. You can load this through the "File – PDF export – Define – Load".

It is basically PDFX4 which is an ISO standard that allows native transparency etc. within the PDF and RGB, LAB and CMYK to not interfere with each other. As an ISO format our software is much more likely to understand the contents of your PDF correctly. Do not use distiller to make a PDF unless you are using PageMaker 6.5. If using Quark, export without flattening the PDF and ensure colour is set to "as is".Illustrator – use the PDFX4 option.