



## Defence News Advertising Rates - 2018

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

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

Copies are also mailed to paid subscribers, welfare and veterans organisations 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

The Service newspapers are the only official newspapers produced by the Department of Defence and are read by people who make decisions on Defence policy and purchasing. They are the most effective publications to promote any message or information to Defence members or Defence civilians.

### Advertising Department

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## ADVERTISING RATES

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

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

## ADVERTISING COLUMN WIDTHS

### Column widths

1 col = 3.5cm, 2 col = 7.3cm, 3 col = 11cm, 4 col = 14.8cm, 5 col = 18.6cm, 7 col = 26.1cm

Half Page = 19cm x 7 columns

Full page = 38cm x 7 columns

Page width is 7 columns (26.1cm)

## LOOSE LEAF 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, Monday - Friday

## CIRCULATION

Navy News = 8,500

Army News = 18,000

Air Force News = 7,500

## DIGITAL

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 an additional \$20 per title, per edition.

Available also as an APP. Get the APP on either Apple iTunes or GooglePlay

Navy Newspaper [www.defence.gov.au/news/navynews](http://www.defence.gov.au/news/navynews)

Army Newspaper [www.defence.gov.au/news/armynews](http://www.defence.gov.au/news/armynews)

Air Force Newspaper [www.defence.gov.au/news/raafnews](http://www.defence.gov.au/news/raafnews)

## 2018 ADVERTISING DEADLINES

Bookings (or cancellations) and artwork must be **submitted before 12 noon** (ACT time) 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.

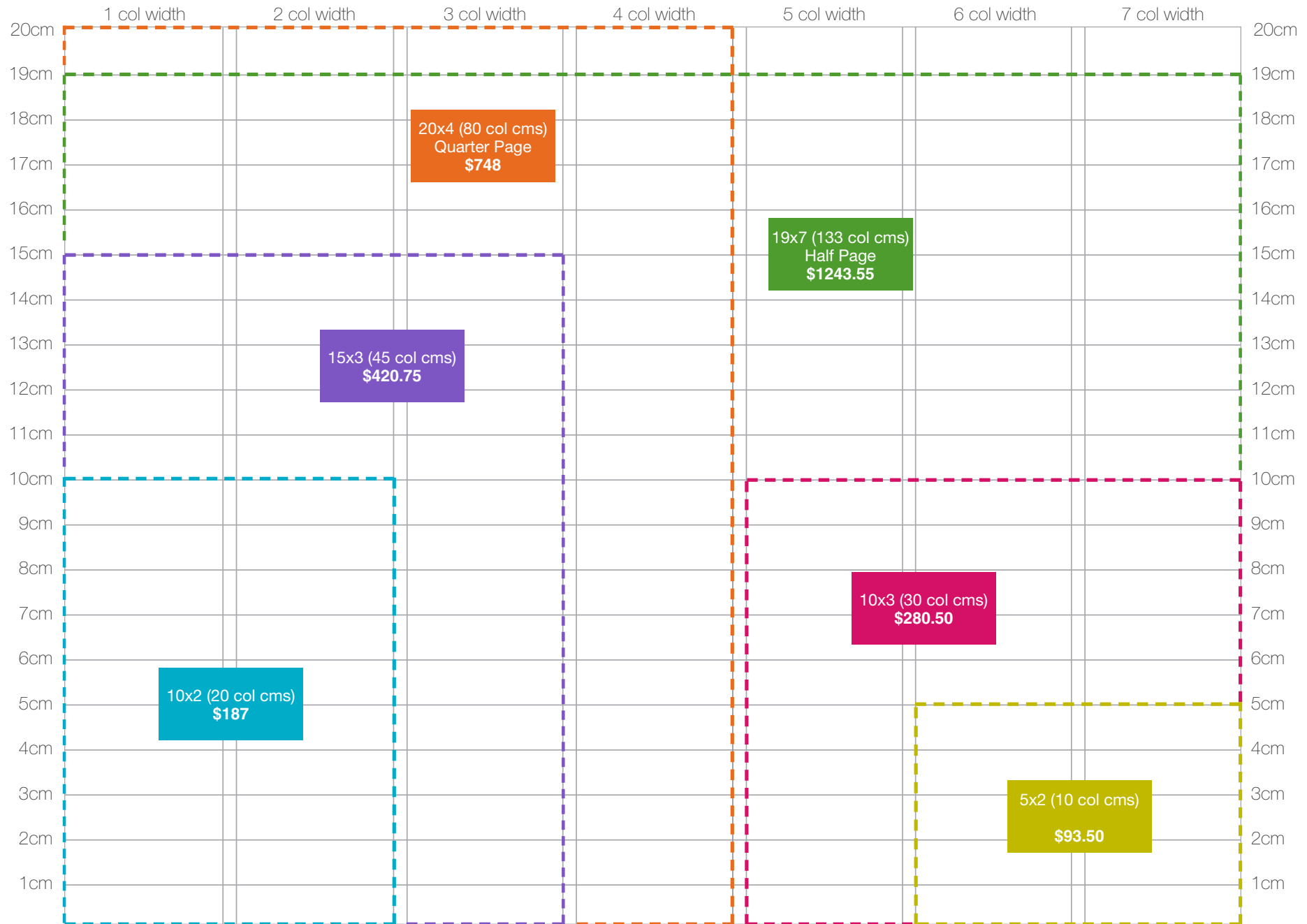
Edition publication dates	Booking and artwork (Prior to 12 noon AEDST)	Loose leaf insert delivery dates
8 February	24 January	31 January
22 February	7 February	14 February
8 March	21 February	28 February
22 March	7 March	14 March
5 April	21 March	28 March
19 April	4 April	11 April
3 May	18 April	25 April
17 May	2 May	9 May
31 May	16 May	23 May
14 June	30 May	6 June
28 June	13 June	20 June
12 July	27 June	4 July
26 July	11 July	18 July
9 August	25 July	1 August
23 August	8 August	15 August
6 September	22 August	29 August
20 September	5 September	12 September
4 October	19 September	26 September
18 October	3 October	10 October
1 November	17 October	24 October
15 November	31 October	7 November
29 November	14 November	21 November
13 December	28 November	5 December

Navy, Army and Air Force newspapers are published fortnightly by the Directorate of Defence News. 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. Advertising is accepted IAW The Defence Communications Manual.

# SAMPLE ADVERTISEMENT SIZES

Full Page = 38x7 (266 col cms) \$2487.10. Other sizes available on request.

Advertising rates below per title, per insertion and are based on Level 1 (\$9.35 per col cm)



## 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 240% 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 300 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 240%.

## 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 240%. 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.