

FULL WRAP AND FALSE COVER SPECIFICATIONS

Community Newspapers



BOOKINGS

Please contact your Stuff Account Manager or refer to the relevant publication contact at advertise.stuff.co.nz/brands/print

ARTWORK APPROVAL AND MATERIAL DEADLINES

A wrap or false cover of Stuff's community newspapers is a premium environment — usually reserved for the most important news.

As a result, wrap and false cover artwork must be approval by the relevant Editor and Commercial Director prior to publication.

Print ready artwork must be submitted 5 days prior to publication to allow for the approval process.

ADDITIONAL SECTION A REQUIREMENTS

Applies to both Full Wrap and False Cover Artwork

'Advertisement' labelling

An 'ADVERTISEMENT' label must be included at the top of all front page wrap artwork.

This must be clearly legible.



▲
'Advertisement' label position on the front page.

FULL WRAP - COMPACT



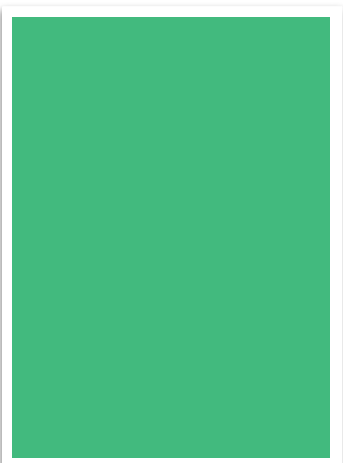
Page 1:
Front Cover

Artwork size:
290mm (H) x 254mm (W)



Page 2 and 3:
Inside front cover and inside back cover

Artwork size:
Through the gutter
366mm (H) x 531mm (W)
or
As two separate pages with gutter
Each page 366mm (H) x 254mm (W)



Page 4:
Back Cover

Artwork size:
307mm (H) x 254mm (W)

FALSE COVER - COMPACT



Page 1:
Front Cover

Artwork size:
290mm (H) x 254mm (W)



Page 2:
Inside front cover

Artwork size:
366mm (H) x 254mm (W)

Page 3