THE WEST COAST Messenger

THE WEST COAST Messenger

FREE

Phone (03) 768 9456

Wednesday March 11, 2009

Festival fever in Hokitika

FOR the Hokitika Wildfoods Festival organising team, the suspense reaches fever level this week.

"We're ready and we're excited" said festival co-ordinator Mike Keenan. "It does get exciting. You plan and you organise. Then suddenly it's the week and the gear arrives on Tuesday, the big marquees go up at Cass Square on Wednesday, on Thursday there are 50 people there and the tent city grows. Then on Friday, chaos breaks out with everyone and everything. The stallholders are setting up and it's all go.

"It's staggering to think we rely on 800 people who are involved in the festival one way or another. When you look at those numbers, it's quite incredible. It's a big day for lots of people and everyone has to do their bit to make it a success."

» Page 3

THE WEST COAST
Messenger

The West Coast Messenger is an extremely popular weekly tabloid delivered to all homes on the West Coast on a Wednesday. 15,423 issues weekly.

The West Coast Messenger provides businesses with the perfect vehicle to reach every household from Karamea to Haast, a total of 15,423 issues every Wednesday.

The West Coast Messenger has been an integral part of a Coaster's Wednesday since 1997 and prides itself on local news, comment, photos, the best in shopping and services, classifieds and much more.

The Messenger is available in all Visitors Information Centres Coastwide including Arthurs Pass, the gateway to the Coast, along with dairies and other shops.

Advertising Rates

(Rates effective April 2011) GST exclusive

Classified Advertising

Situations Vacant, Entertainment, Public Notices and Tenders

	Mono	$7.60
	Colour	$9.10
Other Classified	Single / Multi Column (mono)	$6.90
	Single / Multi Column (colour)	$8.90

Run of Paper Advertising

Colour	$8.90
Mono	$6.90

Coastpack – One Advert 3 Papers

Messenger / Greymouth Star / Hokitika Guardian

Coastpack	Colour	$18.70
	Mono	80% of colour rate

Inserts

Per 1000	$90.00*

(Full run 15,200) *Minimum charge $350

Column Widths Guide **THE WEST COAST Messenger**

Column Widths (mm) The Messenger							
Page Depth 37cm	**1**	**2**	**3**	**4**	**5**	**6**	**7**
	35.3	73.7	112.2	150.6	189.1	227.5	266

Deadlines

Messenger	Bookings	Copy	Approvals
Display Classies	12 noon Friday	12 noon Friday	10am Monday
Classies	12 noon Friday	12 noon Friday	10am Monday
Run of Paper	4pm Thursday	12 noon Friday	12 noon Monday
Features	5 working days prior	5 working days prior *(all ad copy, editorial, photos)*	1 working day prior
Editorial		12 noon Monday	

Guidelines For The Supply Of Electronic Material

The Greymouth Evening Star Group is operating a MAC based platform.

We are able to accept material on either CD or via our email service

Greymouth ✶ Star ⟨HOKITIKA **Guardian** *THE WEST COAST* **Messenger**

ads@greystar.co.nz

Electronic material should be sent via email (file should be up to 5 megs)
or over 5 megs, please ring and we can arrange an alternative.
All advertisements should be accompanied by a proof.

Specs For Sending Files

- Final ad to be saved as a Tiff, JPEG or PDF.
- PDF is preferred. Colour Management turned off.
- Final ad must be of high resolution, no less than 200dpi.
- Make sure the dimensions of the document are exactly the same as the dimensions of the ad. (See column widths guide.)
- Fonts must be embedded in the file.
- Electronic photos or scanned images should be saved as Tiff or JPEG files at a resolution of 200dpi (BW) or 300dpi (Colour).
- Line Art should be saved at 600 dpi.
- (a) Colour ads MUST be saved as a CMYK file;
- (b) Black & White ads must be saved as a Greyscale file, NOT RGB
- (c) Text must be saved as .txt files.

WE DO NOT ACCEPT ADS CREATED IN MS PUBLISHER OR MS POWER POINT

Newsprint Specifications

Press Ready Artwork

The supplied file must be ready to go straight to press. The supplied file will be checked against the Press Ready File Specifications below. **If the supplied file does not conform** to the specifications below **it will not be accepted.**

Press Ready File Specifications

Size: Supplied documents must be supplied at the correct print size.

Bleed: The supplied document should not have a bleed.

Colour Management: By default we will remove any CMS profiles that do not match our CMS profile so switch Colour Management Off. To obtain our CMS profile contact us at ads@greystar.co.nz

Text: All Black text must be 100% Black (not CMYK black). Colour or reversed text on colour should be avoided when smaller than 8pt.

File Formats: To ensure the highest possible output we recommend that Press ready files be supplied as a PDF. We will also accept EPS files. Although we can accept JPG and TIFF files as press ready these file formats will result in reduced quality when printed.

PDF: Export to PDF using Press or PDF/X-1a settings. All fonts must be embedded. If printing to Adobe PDF then use the Press Quality setting and make sure that the 'Do not send fonts to Adobe PDF' box is not ticked. Colour must be CMYK and must not include spot colours.

EPS: Ensure all fonts are embedded. If fonts cannot be embedded the convert all text to outlines (paths). Make EPS file Postscript Level 2 and Binary. Colour must be CMYK.

JPEG: Must be set up at print size and be at least 200dpi. Keep compression to a minimum (i.e. use maximum quality). Colour mode must be CMYK or Grayscale.

TIFF: Must be set up at print size and be at least 200dpi. Must be flat (no layers) and only use LZW compression (do not use ZIP or JPEG). Colour mode must be CMYK or Grayscale.

Supplied Logo Files

If you have a had a logo designed for your company you should have received a number of different file formats for different uses. In many cases you will also have guidelines on how the logo is allowed to be used in order to conform to the brand. This information must be supplied along with the logo files.

We will not accept logo files that do not conform to the specifications below. If you do not have your logo in one of the following file formats then you should contact whoever created the logo for you and have it supplied according to the specifications below.

Supplied Logo File Specifications

PDF: Press quality PDFs with fonts embedded. All graphics should be vectors and all type should be outlined. Colour must be CMYK or Pantone Spot Colours.

EPS: Make EPS file Postscript Level 2 and Binary. Any fonts must be embedded. All graphics should be vectors and all type should be outlined. Colour must be CMYK or Pantone Spot Colours.

Contacts

Greymouth Star

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HOKITIKA Guardian

Deb Oldman (03) 755 8422

THE WEST COAST Messenger

Mike Wilson (03) 769 7927

NATIONAL AGENCY BOOKINGS

Brett Kokshoorn (03) 769 7920