

Advertising material supply guidelines

Advertisers supplying artwork

Completed finished artwork to be supplied on CD or emailed, provided the size of the file is no more than 10mb.

Acceptable file formats

Adobe Indesign CS2 or QuarkExpress (PC or Mac)

All files and fonts used in your document must be included. If there are Adobe Illustrator files used in your document ensure all fonts/type are converted to outlines. PhotoShop EPS or TIF images must be in CMYK mode and not less than 300 pixels an inch. A black and white laser proof for mono advertisements or a colour proof for colour advertisements must be provided.

Adobe Acrobat PDF (PC or Mac)

Files can be provided as press optimised CMYK PDF files. Ensure all fonts are embedded in the PDF file. A black and white laser proof for mono advertisements or a colour proof for colour advertisements must be provided.

Adobe Photoshop (PC or Mac)

Finished artwork may be supplied as TIF, EPS or JPG files in CMYK mode and not less than 300 pixels an inch. If JPG files are supplied please ensure that the image options/quality is set to maximum. A black and white laser proof for mono advertisements or a colour proof for colour advertisements must be provided.

Advertisers requiring artwork production

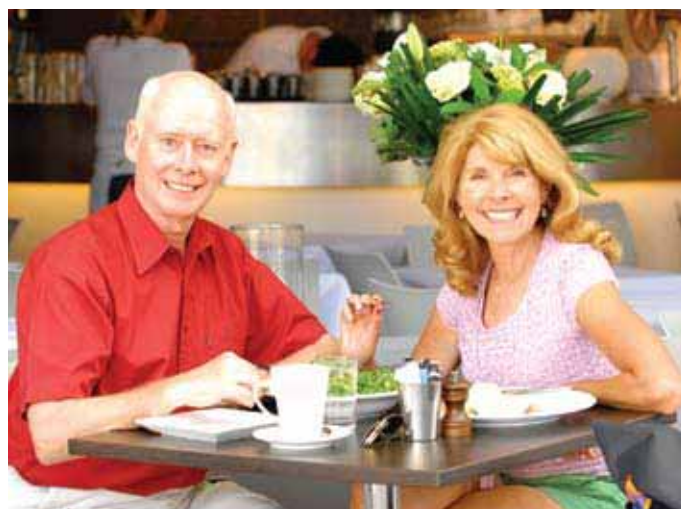
Copy (text) should be provided as a MS Word document. If computer facilities are not available, the copy should be provided typed (not handwritten). Any logos should

be provided either electronically as an Illustrator EPS or high resolution JPG or TIF file. If electronic transfer is not available, hard copy (eg letterhead or good quality printed brochure) is acceptable assuming the original is of high quality.

If photographs are to be included in the advertisements they may be provided electronically as Photoshop JPG files at a resolution no less than 300 pixels per inch. High quality original photographs may be provided. Colour transparencies may be provided as well as good quality original brochures, which can be scanned. Photographic negatives will not be accepted.

Material for advertisement production must be provided complete (i.e. all copy, logos, or photographs at the same time).

An email address should be available within the Acrobat software installed to enable advertisers to proof advertisements electronically. Proofs can be sent to advertisers by facsimile but will not show colour.



Terms and conditions for advertising in the NSW Seniors Card Discount Directory

The Seniors Card scheme is administered and funded by the NSW Department of Ageing, Disability and Home Care (DADHC). Any reference to DADHC shall mean and include any reference to 'Seniors Card'.

Terms and conditions

- All advertisements and coupons are subject to approval by DADHC. DADHC reserves the right to withdraw any advertisement at any time at DADHC's sole discretion.
- All artwork supplied by the customer must comply with the specifications set out in the advertising rate card. DADHC reserves the right to correct any artwork supplied that does not meet these specifications. Associated costs will be charged to the customer.
- DADHC will send the customer confirmation of advertisement format and rate. The customer must notify DADHC of any errors in the confirmed advertisement within two working days of the confirmation being received. DADHC will take no responsibility whatsoever for errors in confirmed advertisements.
- Cancellations must be advised in writing by 14 August 2008 or will be charged at the full rate.
- The customer will be invoiced prior to publication. Payment terms are strictly 30 days upon receipt of invoice. Non-payment will result in removal of advertisement prior to printing.
- DADHC accepts no responsibility for any loss resulting from the failure of an advertisement, in full or part, to appear or for any error in an advertisement.
- The customer warrants that the material supplied complies with all relevant laws and regulations and does not infringe the intellectual property rights of any third party.
- The customer indemnifies DADHC against any and all claims for damages, costs and/or compensation, or any liability whatsoever arising from publication; including for defamation or infringement of intellectual property rights.
- In this terms and conditions, 'intellectual property rights' means all rights in copyright, patents, registered and unregistered trademarks, designs, trade secrets, trade, business or company names, confidential or other proprietary rights, or any rights to register such rights.
- DADHC reserves the right to cancel the customer agreement with any business that fails to pay their invoice by the due date.
- Advertising bookings will not be accepted from previous bad debtors.



New South Wales
Government



An initiative of the NSW Government