



## Advertising Specifications

Each week, CEOs, senior managers and executives turn to WA Business News, relying on our in-depth coverage to identify trends, track local market forces and detect emerging competition to uncover new opportunities.

Deliver your marketing message to Western Australia's most influential decision-makers in the city's most valuable business tool. We are confident that advertising with us will be one of your most intelligent business investments.

Begin your campaign with WA Business News today.

**[www.wabusinessnews.com.au](http://www.wabusinessnews.com.au)**

## Newspaper Demographics

95% of WABN readers hold top management positions.

64% of WABN readers are millionaires.

WABN readers have a median household income of \$176,000.

87% of WABN readers have household incomes over \$100K.

*The Nielsen Company 2008 Reader Survey*

## Circulation Statistics

Current audited circulation of 11,602.

Pass on rate of 5.6 = total readership of 64,971.

*CAB AUDIT September 2011*

## Website Statistics

An average of 41,377 unique visitors each month.

Generating over 216,414 page views per month.

*Nielsen Net Ratings October 2011*

## Daily Email Statistics

Over 18,000 opt-in subscribers.

Average of 20,500 story views per edition.

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*“b2b ads should be uncluttered – in order to break through the clutter”*

Steve Ohler, Sr VP and Group Creative Director  
McCann-Erickson

*“When asking customers of how they learnt of Cargo Force, the only adverts they remembered were those that we ran in WA Business News.*

*I am pleased with the response and attention the advertisements have created and the new freight forwarding business we have gained. “*

Glenn Galipo, General Manager - Cargo Force  
International

*“Accolade Catering uses WA Business News to promote our corporate hospitality catering services to the business community. This has enabled us to grow our core business by reaching the right market at the right time through effective advertising.”*

Sam Satterthwaite, Owner – Accolade Catering

## What WABN Delivers

Each week, the award-winning WA Business News examines the many ways that the Western Australian economy ticks. Along with general economic news, demographics and lifestyle profiles, WA Business News is presented in an accessible, easy to read format.

A first-rate editorial and research team provides in-depth analysis of the community's ever-changing economic scene. One of WA Business News' most popular features, 'The Book of Lists', runs weekly and ranks the top businesses in a selected industry. Each of these lists are then compiled into WA Business News' most important resource tool — the annual Book of Lists.

The Book of Lists is one of the most widely referenced sources of business information in the state.

## Special Features

These in-depth features cover some of WA's most important issues and industries. Each special feature highlights a specific sector such as law and innovation. Also included in this category are WA Business News' Most Influential, which features prominent names in specific industries.

## Awards

WA Business News has been recognised both nationally and internationally for its reporting, design and overall excellence.

AABP Best Front Page: Silver 2009

AABP Best Special Selection Design: Gold 2007

AABP Best Business Tabloid: Bronze 2003, 2005 and 2006

AABP Best Scoop: Bronze 2005 and 2006

WA Media Awards: Best Newcomer 2005

WA Media Awards: Best Headline 2001

## Extend Your Reach

WA Business News' advertising consultants can provide you with an integrated marketing plan to help enhance your advertising campaign. In addition to a print run, your advertising campaign could include event sponsorships as well as online advertising options and the Book of Lists.

## Events

WA Business News has created the following signature events which may be sponsored, providing the opportunity for additional visibility within the Western Australian business community:

**40under40 Awards**

**Rising Stars Awards**

**Success & Leadership Series**

# Digital Delivery Information and Artwork Specification Guide

## Digital Delivery

Digital delivery is the process of delivering ads electronically. By creating press-ready PDF, you can deliver every element of your ad - pictures, text and fonts - in one file. Software such as QuarkXpress, Adobe Illustrator and Adobe InDesign provide the means to create postscript files used to generate PDF files.

High resolution (300dpi, CMYK) jpeg files created in Adobe Photoshop are also acceptable.

Artwork supplied in other digital format including Microsoft Word, Microsoft Publisher, Microsoft Powerpoint and any other format is not considered camera ready and production charges will be necessary.

PDF files are platform independent and once created can be sent using ad delivery portal such as Quickcut, Websend, YouSendIt or via email. See the Quickcut and email sections for more information.

## General Recommendations

Artwork or photographs must be of quality and sufficiently contrasting in detail to guarantee a satisfactory result.

## Colour Guidelines - Newsprint

Four colour process (CMYK - cyan, magenta, yellow, black).

The printing process is Web offset.

Expect 30% press dot gain in the mid-tone area.

Mid-tones - allow for up to 30% dot gain.

Shadows - not to exceed 230%.

Do not use custom spot colours i.e. Pantone without first converting to process.

Ink Colours:	SWOP (newsprint)
Dot Gain:	30%
Separation Type:	GCR
Black Generation:	Custom
Black Limit:	80%
Total Ink Limit:	230%
UCA:	0%

## Image Guidelines

CMYK files to be saved at 300dpi in jpeg format.

## Typeface Guidelines

Postscript fonts only. WABN does not accept Truetype fonts.

Fine type and serifs should be avoided.

It is not recommend to use typefaces in four colours.

No black type is to be printed in four colours.

Minimum recommended size is 9pt.

## Trapping Guidelines

The rips within WA Business News output sites are set to overprint any 100% black areas regardless of the trapping settings in the original document. To force knockout of a black item on a coloured background, set the black to a value other than 100% (i.e. 99%).

## PDF Generation

Distiller settings for postscript generation are available upon request.

## Deadlines

Page specific bookings	4pm Tuesday (10 days prior)
Run of paper bookings	4pm Thursday (7 days prior)
Camera ready deadline	4pm Friday prior to publication
BN Design copy deadline	12pm Thursday prior to publication

All artwork to be supplied camera ready (PDF).

For booking or rate queries please call 08 9288 2100.

Total circulation – 11,602 CAB AUDIT September 2011

Breakdown of mailed circulation – 10,500



## Contact

**Production with any artwork or production enquiries**

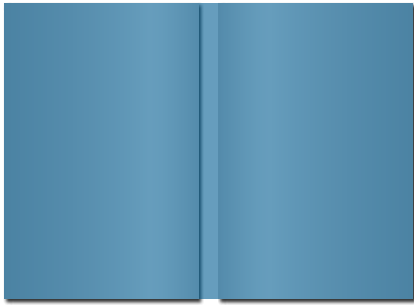
production@wabn.com.au

T: 08 9288 2100

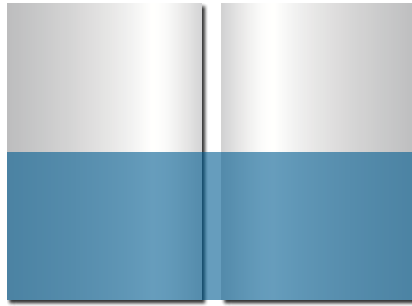
Level 2, 139 Newcastle Street, Perth WA 6000

# Advertising Size Chart

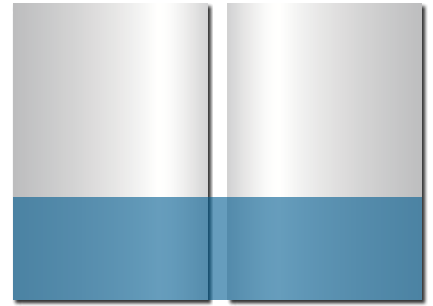
**Double Spread**  
400x545mm



**Half Spread**  
200x545mm



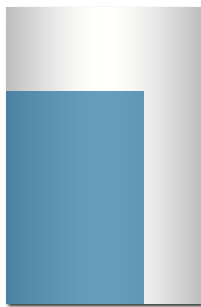
**Large Strap Spread**  
150x545mm



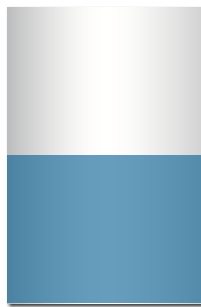
**Full Page**  
400x260mm



**Junior Page**  
280x193mm



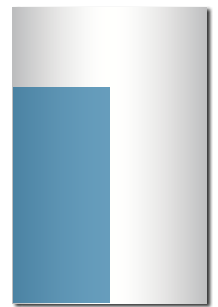
**Horizontal Half**  
200x260mm



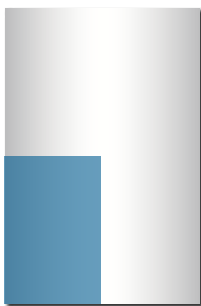
**Vertical Half**  
400x127.5mm



**3 Eighths**  
300x127.5mm



**Quarter**  
200x127.5mm



**Eighth**  
100x127.5mm



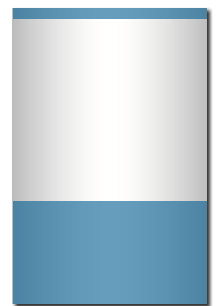
**Large Strap**  
150x260mm



**Strap Ad**  
100x260mm



**Sponsored Page**  
Large Strap + Banner



## Online Daily Business Alerts (DBA)

[www.wabusinessnews.com.au](http://www.wabusinessnews.com.au)

Times available: Morning 6am-12noon. Afternoon 12noon-6pm



## Web Impressions

### Audited Monthly Traffic

page impressions  
216,414 per month

total unique visitors  
41,377 per month

Source: Nielsen Net Ratings, October 2011

For booking or rate queries please  
call 08 9288 2100.





**Gloss Wrap**



**Gloss Cover**

Minimum of three per financial year. (Front cover, inside & back need to be available)

## Wrap Opportunities

Special copy deadlines.

## Features and Sponsorship

### Feature Sponsorship

- 1x Large Strap on feature front cover
- 2x Half Pages or 1x Half Page Spread
- 1x Full Page for feature back cover

Optional branded Banner on every page of feature.

### Sole Sponsorship of Feature

- 1x Large Strap on feature cover
- 2x Half Pages or 1x Half Page Spread
- 1x Full Page for feature back cover

\*Includes branded Banner on every page of feature.

### Section/Column Sponsorship

Banner + Strap or Large Strap Ad

For page ownership a minimum spend per page applies.

### Columns Available for Sponsorship

Tim Treadgold • Mark Pownall • Mark Beyer • Guest Columnist  
• Gusto • Profile • Joe Poprzeczny • Peter Kennedy



## Advertising Luncheons



## Book of Lists

### Feature Sponsorship

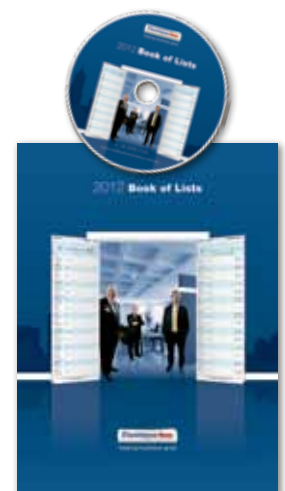
Full page advert and straps in feature (Straps are not available as a stand alone product)

### Category Sponsorship

Full page advert and logo in category index (Category index logo not available as a stand alone product)

### Logo

Logo on front page and contents page (only available for Category and Feature Sponsorship clients)



## **Contact**

Phone 08 9288 2100 Fax 08 9227 6503

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[www.wabusinessnews.com.au](http://www.wabusinessnews.com.au)

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All information contained in this booklet is subject to change at the discretion of WA Business News