



# Customer Guide

Real Estate Publications Australasia Pty Limited

# Introduction

Nothing beats the feeling of holding a printed magazine in your hand. It has substance. It's real. And for most companies, it's one of the easiest ways to communicate with their marketplace. That's why in an age of digital media, printed magazines continue to be supported by industries and companies looking for a low-cost, effective way to market their services and products. For the real estate industry and their vendors, our magazines are a portable, instant source of marketing that puts properties directly into the hands of potential buyers. And, unlike newspaper classifieds or supplements, you can be sure our dedicated real estate magazines are picked up by readers genuinely interested in the property market.

That's why professional real estate agents have chosen our publications to sell their properties and raise brand awareness for over 30 years.

Real Estate Publications Australasia is dedicated to making advertising with us as easy as possible for our customers. We understand that our customers' time is valuable and that they demand efficient, professional support from their suppliers. Our advertising consultants, customer service team and creative services are there to ensure that the process of getting your properties to print is as painless and efficient as possible.

## **This Guide**

This document is a guide to getting your advertising completed with a minimum of fuss. It explains the process from the initial booking to the final approval of your artwork for printing, as well as providing information and specifications for creatives and agencies supplying complete artwork on behalf of clients.

If you require any further information or assistance please contact our office on 02 9672 5700.



# How to book

## **Existing Customers**

Existing customers or those that have booked previously with a REPA publication should contact their advertising consultant. If you do not know who your consultant is please contact our office on 02 9672 5700 and we will assign a consultant to you.

## **New Customers**

New customers should contact our office on 02 9672 5700 to express their interest in advertising in one of our publications. We will arrange for one of our advertising consultants to contact you to discuss your advertising requirements, pricing, help you complete your booking form and advise you on how to supply your material.

## **Booking Forms**

All advertisers will be required to complete a booking form detailing the requirements of their advertising. Please ensure that the details of the booking are accurate. Pay particular attention to the number of pages booked, the publication your advertising is to appear in and the section of the publication you would prefer it to be placed in.

Bookings are not confirmed until a signed booking form has been received.

Please note that if there are any inconsistencies in the instructions we receive in relation to your booking we will attempt to contact you for clarification. However, if we are unable to contact you, the details on the booking form will take precedence over all other instructions.

## **Paying For Your Advertising**

Advertisers may pre-pay their advertising via cheque, direct deposit or major credit card.

REPA also offers 30-day credit accounts to approved advertisers. In order to apply for a 30-day account you will need to complete a credit application and sign a directors guarantee. Application forms are available from our accounts department on 02 9672 5700.

# Getting artwork completed

REPA offers customers two methods of preparing their artwork for publication: AdCompose, an online system of preparing your own artwork; and our creative service which will build the page for you. Your advertising consultant will discuss the best method for you prior to booking.

Alternatively, advertisers may choose to supply their own artwork. If you are supplying finished artwork, please refer to the page specifications, file formats and supplied artwork requirements pages of this guide.

## **Baseart**

If you are advertising with us for the first time we will need to create baseart for your pages.

REPA uses templates of your pages to maintain consistency across your brand. The template, referred to as baseart, usually consists of a header and/or footer containing the address, phone number, website and email address of your office. Your advertisements are built on top the baseart to form your page. Using templates saves time when building your pages and assists in getting proofs to you in a timely manner.

If you need to make changes to your baseart, you should notify us of the change as soon as possible. Minor changes to your baseart can be done quickly. However, major changes such as redesigns of your layouts, changing fonts or corporate guidelines may take more time and will need to be proofed and approved before we can use them.

## **Supplying Material For Artwork**

If we are building your advertisements for you, you will need to supply all your photographs and copy to us by the publication's copy deadline. Material can be supplied via email or you may request that your advertising consultant pick up hard copy from your office.

Photographs should be supplied as high resolution JPEG files. Copy should be supplied as a text or MS Word document. Ads should be numbered and the names of photographs should correspond to the advert numbers. You should also supply a layout or description of your page's format.

Please try to ensure that the copy is correct prior to supplying it to us in order to minimise the need for corrections and the possibility of error.

## **Proofing and Corrections**

Once your artwork has been created we will forward a PDF proof of the page for you to check. You must check all aspects of the artwork and pay particular attention to important details such as contact numbers, addresses, prices and open home details.

If your artwork requires corrections or changes, please detail them in an email or fax – even if you have discussed them verbally with our customer service team. We require all changes to be confirmed in writing to avoid any miscommunication. After the corrections are made to your artwork, we will send you another proof for approval. If you are faxing corrections please be aware that your corrections may be hard to read if they are written across images or colours that may turn black when faxed.

Once you are happy that your artwork is correct, please provide written approval to proceed to print via an email or fax.

# Deadlines and publishing dates

A complete schedule of deadlines and publishing dates for our publications is available from our website, your advertising consultant or our office on 02 9672 5700.

## Booking Deadlines

Bookings must be made by the deadline of the week prior to publication. REPA may accept late bookings or inclusions after the booking deadline provided we have space available in the publication.

## Material Deadlines

Complete material must be received by the specified deadline so we can prepare your advertising in time for print. If your material is incomplete, please contact our customer service team and advise them of when we can expect to receive the missing elements.

## Approval Deadline

All artwork must be approved for print by the specified deadline. REPA will take all reasonable steps to contact customers to ensure that their artwork is correct and approved. However, if the customer does not respond to our communications, we may choose to send the artwork to print and REPA cannot take responsibility for any errors or omissions.

## AdCompose

Customers using AdCompose have until 12.00pm on the day the publication goes to print to have their advertising approved and released for publication through the AdCompose system. The AdCompose team will provide support and discuss deadlines with you should you choose to use its service.

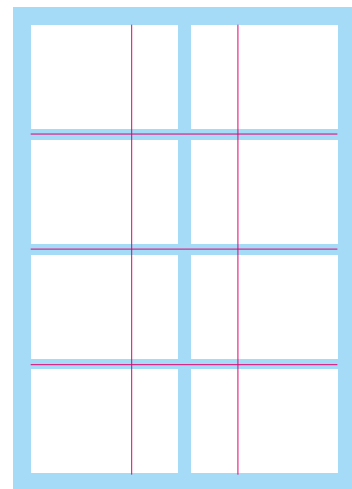
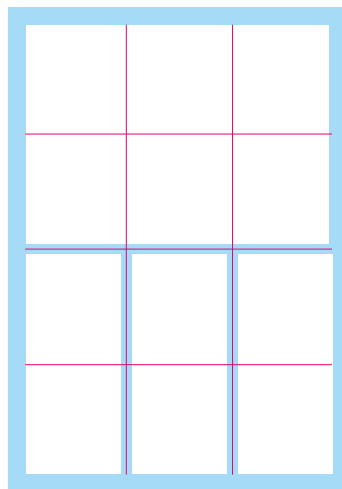
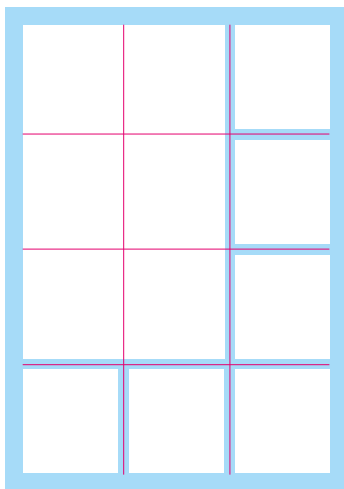
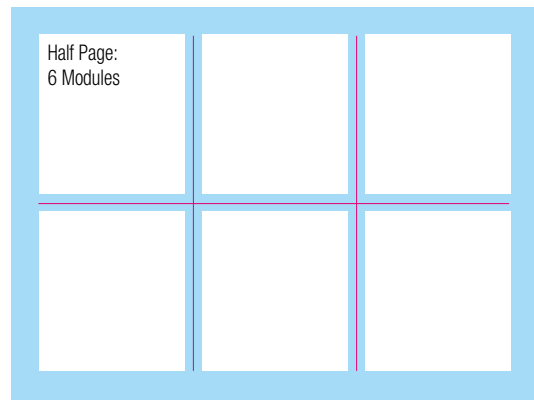
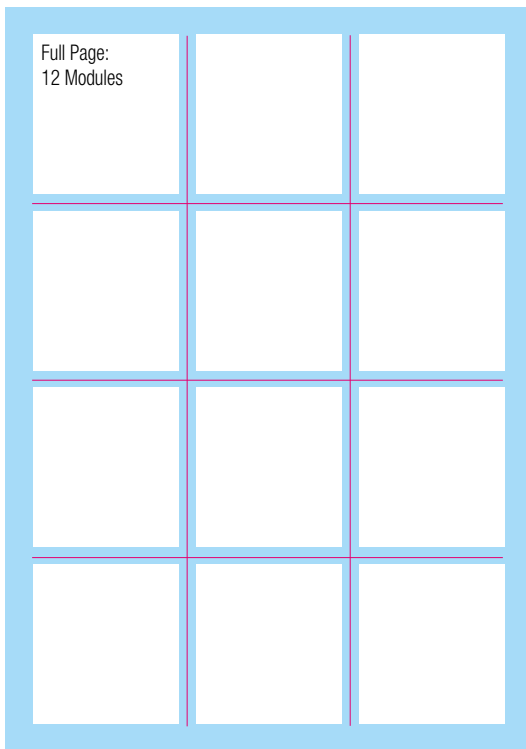
	Mon	Tues	Wed	Thurs	Fri		Mon	Tues	Wed	Thurs
Homes Pictorial & Property Showcase		Booking deadline 2.00pm Material deadline 5.00pm			AdCompose pages due Approval of artwork for print			Property Showcase delivered	Homes Pictorial delivered	
Focus on Property	Booking deadline 2.00pm Material deadline 5.00pm				AdCompose pages due Approval of artwork for print				Focus on Property delivered	
Coast & Hunter			Booking deadline 5.00pm	Material deadline 5.00pm				AdCompose pages due Approval of artwork for print		Coast & Hunter delivered

# Advertising formats

Advertisers can book either full page or half-page formats.

In order to maintain the quality and consistency of our publications, we limit the maximum number of advertising modules per full page to 12 – based on a grid of 3 across by 4 down. Half-page ads are limited to a maximum of 6 advertising modules based on a grid of 3 across by 2 down.

Customers should consider how they intend to lay out their pages with this grid in mind.



# Page specifications

## Full Page

Trim Size:

A4. 210mm x 297mm

Bleed:

5mm to all sides.

Artwork size including bleed area:

220mm x 307mm

Safe print area:

190mm x 280mm

Margins:

Head 6mm, Left & Right 10mm, Foot 11mm

Property Showcase - 7th October

Hills District

45

## Trim Size

This is the finished size of the publication. Text or images that are too close to the trim line (blue line) may be cut off or bound into the centre of the magazine.

## Bleed

The margin between the trim line (blue line) and the dimensions of your artwork is called the bleed area. Images and text outside the trim line (blue line) will be cut off.

Photos, backgrounds and images that you want to continue off the edge of the page must be continued to at least 5 mm past the trim line (blue line) on each side to the bleed line (red line). If the artwork does not provide enough bleed your page may end up with a white strip along the edge.

## Safe Print Area

All critical elements (text, images, logos, etc.) should be kept inside the safe print area (yellow area). Elements outside this area may be cut off or bound in.

## Half Page

Trim Size:

210mm x 152mm

Bleed:

5mm to all sides.

Artwork size including bleed area:

220mm x 162mm

Safe print area:

190mm x 135mm

Margins:

Head 6mm, Left & Right 10mm, Foot 11mm

# File formats

We accept artwork and material for publication in the following methods of delivery, formats and applications.

- 
- |           |               |            |             |
|-----------|---------------|------------|-------------|
| • CD Rom  | • Floppy Disk | • Quickcut | • Email     |
| • DVD Rom | • ZIP Disk    | • Websend  | • Hard Copy |
- 
- |        |                   |
|--------|-------------------|
| • JPEG | • TIFF            |
| • EPS  | • Print Ready PDF |
- 
- |                     |                     |
|---------------------|---------------------|
| • Adobe Acrobat PDF | • Adobe Illustrator |
| • Adobe Indesign    | • Quark Xpress      |
- 

If you have another format, please call to confirm that it is acceptable prior to sending.

Please note. We do not accept material supplied as native MSPublisher (.pub) format. If you are using MSPublisher to create artwork, please convert or save your files to PDF or EPS format.

## **CID Fonts**

CID encoded fonts can cause corruption issues during printing. When creating PDF files, please ensure that they do not contain CID fonts. The best way to avoid font problems is to convert all fonts to outlines prior to saving the PDF.

## **Resolution**

300dpi is the recommended image resolution for the best reproduction. Lower resolution images may reproduce poorly.

## **Colour**

All colours should be converted to four colour process CYMK. Spot colours and RGB colours should not be used as they will be converted to CYMK at the printing stage which may result in changes to your specified colours.

# Supplied material

Bookings for supplied material must be made by the booking deadline of each publication. We must receive your files by 12.00pm the day before the artwork is sent to print. This means 12.00pm Thursdays for Homes Pictorial, Property Showcase and Focus On Property and 12.00pm Mondays for Coast & Hunter.

We prefer that supplied artwork is provided as print-ready PDFs. All fonts should be embedded or outlined and all images and colours converted to CYMK.

Our preferred method of delivery is Quickcut or Websend.

Please preflight or check your files thoroughly before sending them as we will not make changes or alterations to supplied artwork. If we detect errors or problems we will ask you to fix and resupply the artwork. If the artwork is not resupplied we may have to print as is and cannot take responsibility for any errors that may occur.

In order to avoid errors we ask that files be given unique identifiers such as a key number which corresponds with instructions on the booking form.

	Mon	Tues	Wed	Thurs	Fri		Mon	Tues	Wed	Thurs
Homes Pictorial & Property Showcase		Booking deadline 2.00pm		Supplied artwork due 12.00pm	Artwork sent for print			Property Showcase delivered	Homes Pictorial delivered	
Focus on Property	Booking deadline 2.00pm			Supplied artwork due 12.00pm	Artwork sent for print				Focus on Property delivered	
Coast & Hunter			Booking deadline 5.00pm				Supplied artwork due 12.00pm	Artwork sent for print		Coast & Hunter delivered

# Common concerns

## **Colour Shift**

Modern printing uses a method called 4 colour process. Images on a printed page comprise four colours - cyan (blue), yellow, magenta (red) and black (CYMK). Digital cameras capture images using three colours, red, green and blue (RGB). The two processes vary greatly in the way they record and reproduce an image.

In order to print a digital photograph, it must first be converted to CYMK. CYMK images tend to be flatter in tone and colour than the RGB originals. Most converted images will exhibit some colour shift. This is a limitation of the technology and a normal part of the printing process. There is nothing we can do to avoid this.

## **Picture Cropping**

An issue commonly faced when creating a page is fitting images into a picture box that has different proportions to the original photograph. Often we are forced to crop or distort the photograph in order to fit it into your module size. The result is that part of the image is lost or the property is not as well presented as it should be. Most camera images have proportions of 3:2 (for example if the image is 6cm wide, then it will be 4cm high). However your layout may have picture areas that are 6cm wide but only 2cm high (a proportion ratio of 3:1). In this case the only way to fit the image into the picture box is to crop 2cm off the top or bottom of the image.

To avoid this problem, you should consider your layout when taking photographs. If the picture area on the layout is wide but not very high, make sure you allow extra area on the sides of the property.

## **Print Variation**

Printing is a mechanical process and as such there will be some limitations to the reproduction of artwork. The most common concern is inconsistency between colours on printed pages.

Our publications are printed in sections or sheets of 16 pages. Each sheet will contain different pages from different agents with many different corporate colours and styles. Maintaining colour consistency across such a wide variety of colours and across the multiple sections that go to make up a magazine can prove to be difficult for the printer. Additionally, inconsistencies between batches of ink and paper stock and even humidity can contribute to slight changes in colour across the print run. Unfortunately all of this can result in colour variation between print runs and across sections. This is a limitation of the printing process.

## **Proof Versus Printed Result**

Customers often ask why the proof of their page looks brighter on their computer monitor or printed on an office printer than in the magazine. The simple answer is that the monitor, office inkjet printer and printing press are completely different process.

Your monitor is projecting the image of your page onto the screen using some form of back lighting. Inkjet printers usually use vivid inks designed to result in bright images for photographs and graphics. The ink is squirted directly onto the page and can take some time to dry due to the amount of ink applied.

Printing presses roll the ink onto paper using metal and rubber rollers. The presses run very fast and the ink is applied thinly so it dries quickly. The coating (gloss), opacity and absorption rate of the paper will affect the intensity of the colour. Generally, the colours on a printed page will always be flatter than those from an inkjet printer.

# Tips for better images

## **Lighting**

Try to take pictures when the sunlight is facing the side of the property you are photographing. Consider where shadows from trees and overhangs such as verandahs fall. Details that might otherwise be visible if well lit will be lost in shadows caused by the sun behind the building.

## **Compression**

Digital images need to be saved in a format called JPEG (.jpg). JPEG is a format that allows large files to be compressed to a smaller size in order to make storage and transfer via email easier. If your camera or software allows you to adjust your JPEG compression settings, save your images with medium to high compression. If your camera or software uses a numeric value for the compression, settings between 85% and 95% offer a good balance-of-image quality and file size. Over compressing your images will cause a loss of detail.

## **Resolution**

The resolution of digital images is measured by the number of pixels across an inch or Dots Per Inch (dpi). Ideally an image should be 300dpi at its printed size for maximum quality. Lower dpi will degrade picture quality and a higher dpi will not necessarily improve an image.

Enlarging an image up does not increase the resolution as the size of the image's pixels increases as well. For instance, if a 100dpi image is 10cm wide and it is enlarged to 200% to 20cm wide then the resolution will become 50dpi. This is because the pixels are now twice their original size so only half as many fit in an inch. The opposite is true for reducing the size. If the original 100dpi image is reduced by 50% to 5cm wide then the resolution will be 200dpi as there are now twice as many pixels in an inch.

Some image editing programs allow you to change an image's resolution. This is done by dividing existing pixels and allows different images to be combined under a common resolution. It will not improve the printed quality of a low resolution image.

Your camera's manual should tell you what settings are best for the size of photograph you need. If in doubt set your camera to its highest resolution.

# Further information

If you require further information or assistance please feel free to contact our office.

## General Enquiries

---

### Real Estate Publications Australasia Pty Limited

45 Huntingwood Drive

HUNTINGWOOD New South Wales 2148

ACN 21 521 369 903

Telephone: 02 9672 5700

Facsimile: 02 9672 3011

### General Manager

David Langford

david@repa.com.au

## Sales Enquiries

---

Call 02 9672 5700 or email sales@repa.com.au

### Sales Manager

Tony Mustafa 0404 433 111

tony@repa.com.au

### Media Sales contact

Tony Mustafa

### Property Showcase & Homes Pictorial

Adèle Vorster 0408 225 269

adele@repa.com.au

### Homes Pictorial Coast & Hunter

Tony Mustafa 0404 433 111

tony@repa.com.au

### Focus on Property Blue Mountains

Janelle Gill 0404 970 502

janelle@repa.com.au

## Customer Service

---

Call 02 9672 5700 or email the publication direct

### Property Showcase

propertyshowcase@repa.com.au

### Homes Pictorial

homespictorial@repa.com.au

### Focus on Property

focus@repa.com.au

### Coast & Hunter

coasthunter@repa.com.au

## Account Queries & Subscriptions

---

Ahmed Ismail 02 9672 5700

aismail@repa.com.au