

HOKITIKA
Guardian
Incorporating the West Coast Times
Est 1865

60 cents 09 755 8422

Monday, February 15, 2010

Remote baches in spotlight

by Janna Sherman

Baches in remote parts of South Westland will come under scrutiny again from this week as

the Westland District Council completes its crackdown on illegal building works.

Most of the holiday homes

and whitebar huts in the area have been checked for building compliance and licences to occupy, including those around

the Wangamui River, at Harihari, and 'Kwitchatowai' near the Haast River mouth.

So far, five have been identified

as having been illegally altered, at least five more at Parings, O and Waitoto are next on the list. Continued on p 3

Rambling around Westland





**The Hokitika Guardian is a daily paid community tabloid circulating in the Hokitika area of Westland and delivers local and international news to its readers.
Monday - Friday. 1,500 issues daily.**

The Hokitika Guardian offers to the public a good balance of classified and display advertising for its clients and with its fully staffed office on the main street of Hokitika gives coverage to the area superior to any other publication on the Coast.

Dedicated reporters are at work each day sourcing local news items to keep the community informed, along with a display advertising representative and classified staff who can offer colour options to advertising as required.

For effective local coverage the Hokitika Guardian is your first choice for news and advertising.

Advertising Rates

(Rates effective April 2011) GST exclusive

Classified Advertising

Situations Vacant, Entertainment, Public Notices and Tenders

	Mono	\$5.80
	Colour	\$7.50
Other Classified	Single/Multi Column (mono)	\$4.80
	Single/Multi Column (colour)	\$6.50

Fixed Space Rates – Minimum Space 6cm per week

		Colour
12cm to 49cm per week	(3 months)	\$4.00
	(6+ months)	\$3.60

Run of Paper Advertising

Colour	\$6.50
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Coastpack – One Advert 3 Papers

Hokitika Guardian/Messenger/Greymouth Star

Coastpack	Colour	\$18.70
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Mono Advertising-Fixed space, Run of Paper & Coastpack: 80% of colour rate

Inserts

Full Run	\$180.00
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Column Widths Guide



Column Widths (mm) Hokitika Guardian							
Page Depth 37cm	1	2	3	4	5	6	7
	35.3	73.7	112.2	150.6	189.1	227.5	266.0

Deadlines

Hokitika Guardian	Bookings	Copy	Approvals
Display Classies	2 days prior <i>(eg 9am Wed for Fri paper)</i>	2 days prior <i>(eg 12 noon Wed for Fri paper)</i>	12 noon day prior <i>(eg 12 noon Thurs for Fri paper)</i>
Classies Mon-Fri		12pm day prior <i>(eg 12 noon Wed for Thurs paper)</i>	
Run of Paper Tues-Fri	2 days prior <i>(eg 9am Wed for Fri paper)</i>	2 days prior <i>(eg 12 noon Wed for Fri Paper)</i>	9am day prior <i>(eg 9am Thurs for Fri paper)</i>
Monday	12 noon Thursday		
Features	5 working days prior	5 working days prior <i>(all ad copy, editorial, photos)</i>	1 working day prior
Editorial		8.30pm	

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 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