



# Letterbox Media

## Calendar and Pricing 2018

### Calendar

	Delivered	Artwork Due Date	Booking Deadline	Homes Reached
<b>Yellow Envelope January</b>				
Sydney	15-Jan	4-Dec	1-Dec	1,200,000
<b>Letterbox Deals February</b>				
Sydney	12-Feb	17-Jan	15-Jan	1,245,000
Melbourne	12-Feb	17-Jan	15-Jan	1,050,000
Brisbane	12-Feb	17-Jan	15-Jan	700,000
Perth	12-Feb	17-Jan	15-Jan	500,000
<b>Yellow Envelope March</b>				
Sydney	12-Mar	5-Feb	2-Feb	1,200,000
<b>Letterbox Deals April</b>				
Sydney	9-Apr	14-Mar	13-Mar	1,245,000
Melbourne	9-Apr	14-Mar	13-Mar	1,050,000
Brisbane	9-Apr	14-Mar	13-Mar	700,000
Perth	9-Apr	14-Mar	13-Mar	500,000
<b>Yellow Envelope May</b>				
Sydney	14-May	6-Apr	4-Apr	1,200,000
<b>Letterbox Deals June</b>				
Sydney	18-Jun	23-May	21-May	1,245,000
Melbourne	18-Jun	23-May	21-May	1,050,000
Brisbane	18-Jun	23-May	21-May	700,000
Perth	18-Jun	23-May	21-May	500,000

	Delivered	Artwork Due Date	Booking Deadline	Homes Reached
<b>Yellow Envelope July</b>				
Sydney	23-Jul	18-Jun	15-Jun	1,200,000
<b>Letterbox Deals August</b>				
Sydney	20-Aug	25-Jul	23-Jul	1,245,000
Melbourne	20-Aug	25-Jul	23-Jul	1,050,000
Brisbane	20-Aug	25-Jul	23-Jul	700,000
Perth	20-Aug	25-Jul	23-Jul	500,000
<b>Yellow Envelope September</b>				
Sydney	17-Sep	13-Aug	10-Aug	1,200,000
<b>Letterbox Deals October</b>				
Sydney	15-Oct	19-Sep	17-Sep	1,245,000
Melbourne	15-Oct	19-Sep	17-Sep	1,050,000
Brisbane	15-Oct	19-Sep	17-Sep	700,000
Perth	15-Oct	19-Sep	17-Sep	500,000
<b>Yellow Envelope November</b>				
Sydney	12-Nov	8-Oct	5-Oct	1,200,000
<b>Letterbox Deals December</b>				
Sydney	3-Dec	7-Nov	5-Nov	1,245,000
Melbourne	3-Dec	7-Nov	5-Nov	1,050,000
Brisbane	3-Dec	7-Nov	5-Nov	700,000
Perth	3-Dec	7-Nov	5-Nov	500,000

**YELLOW**  
Envelope™



Act now, talk to our sales team on 1300 151 769 (Sydney) or 1300 149 629 (Melbourne, Brisbane & Perth) or email us at [sales@letterboxmedia.com.au](mailto:sales@letterboxmedia.com.au)

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Media™

# Letterbox Media

## Artwork Specifications 2018

Version 1.1

### Yellow Envelope Catalogue Page Artwork Specifications

#### Artwork Mechanics

- Artwork to be supplied as high resolution (300dpi) Pdf.
- All artwork in CMYK (not spot colours).
- Please DO NOT output pdf with bleed marks, colour bars or page information.

#### Getting us your artwork

Email artwork files (up to 15mb) or or send a link to your files via Dropbox/Hightail to:  
Email [studio@letterboxmedia.com.au](mailto:studio@letterboxmedia.com.au)  
Call 02 9563 2470

#### Single Page Advertisement

Trim 210mm (w) x 96mm (h)  
Type 200mm (w) x 86mm (h)  
Bleed 220mm (w) x 106mm (h)  
Note: Bleed is 5mm outside of the trim marks

#### Double Page Advertisement (Supply as single pages)

Trim 420mm (w) x 96mm (h)  
Type 400mm (w) x 86mm (h)  
Bleed 440mm (w) x 106mm (h)  
Note: Bleed is 5mm outside of the trim marks



### Letterbox Deals Catalogue Page Artwork Specifications

#### Artwork Mechanics

- Artwork to be supplied as high resolution (300dpi) pdf
- All artwork in CMYK (not spot colours)
- Please DO NOT output pdf with bleed marks, colour bars or page information.

#### Getting us your artwork

Email artwork files (up to 15mb) or or send a link to your files via Dropbox/Hightail to:  
Email [studio@letterboxmedia.com.au](mailto:studio@letterboxmedia.com.au)  
Call 02 9563 2470

#### Single Page Advertisement

Trim 188mm (w) x 128mm (h)  
Type 178mm (w) x 118mm (h)  
Bleed 198mm (w) x 138mm (h)  
Note: Bleed is 5mm outside of the trim marks

#### Double Page Advertisement (Supply as single pages)

Trim 376mm (w) x 128mm (h)  
Type 356mm (w) x 118mm (h)  
Bleed 396mm (w) x 138mm (h)  
Note: Bleed is 5mm outside of the trim marks



#### VERY IMPORTANT TIPS FOR CREATING YOUR PRINT READY ARTWORK

1. If your artwork has an image or background that runs off the page, we will need your image or background to have 5mm extra outside the trim area. This is called 'bleed'. This ensures that once the catalogue is cut there is no white border.
2. The safe type area is a minimum of 5mm from the trim area, this ensures none of your important information is cut off when we create the catalogues.
3. All artwork needs to be supplied with crop marks.

Images above are for illustration purposes only and are not to scale.

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