

Guidelines For Advertising In *New Life*

Dear Advertisers

New Life is published on the 1st and 15th of the month from 15th February to 15th December.

- We are always grateful for those who place ads in *New Life* and we thank you for your enquiry.
- Please contact us if you have any query at all – we are here to help. Email: editor@nlife.com.au or Phone: 0417592 646
- **Format for ads should be: .jpg**
- **Preferred resolution: at least 300dpi**
- **Required colour mode: RGB**
- Use fonts which are not too common, not too fancy.
- Pastel shades look cute but are not easy to see, especially in type.
- Consider whether it is really worth using reverse type. It can be very difficult to see.
- If you do use reverse type, the type should be bold.
- If you send your ad in for us to make up, please send text files and pictures as separate files. Please do not embed the pictures in the text.
- A 3cm x single column ad will hold about 20 words (but it will look fairly crowded).

Thank you for helping us in this way.

New Life Christian Newspaper

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Phone: 0417 592 646

Email: editor@nlife.com.au