

Est. 1866 Phone 768 7121

MONDAY MARCH 1, 2010

Sparks fly at speedway

Sea gold hunt under way

www.greystar.co.nz

Home Delivery 70c

Chile counts quake cost

P2

P12

P2

# 18° Shopping mall planned

## 'West Coast Shopping Centre' proposed

By YVON BROOKLEY

Plans have emerged for a large multi-store shopping mall to be built about 100km from the Greymouth centre. Commercial developer Life Centre has announced a \$100-million project to build a new shopping mall in the West Coast. The mall, which would be the largest in the region, is planned for the 18° area, a previously undeveloped area near the town of Hokitika. The mall is planned to be built on a 100-hectare site near the town of Hokitika. The mall is planned to be built on a 100-hectare site near the town of Hokitika. The mall is planned to be built on a 100-hectare site near the town of Hokitika.

...the mall and a new downtown. What we desperately need here is more choice. However, the Mall would mean that the shopping mall would reduce the number of shops in the town centre. "There have been requests for a long time for a major retail centre in Greymouth and the development would be a major step in the right direction. The new development would be a major step in the right direction. The new development would be a major step in the right direction. The new development would be a major step in the right direction.

...the mall and a new downtown. What we desperately need here is more choice. However, the Mall would mean that the shopping mall would reduce the number of shops in the town centre. "There have been requests for a long time for a major retail centre in Greymouth and the development would be a major step in the right direction. The new development would be a major step in the right direction. The new development would be a major step in the right direction. The new development would be a major step in the right direction.



Part of the site that is being considered for a major retail development in Greymouth. The site is located near the town of Hokitika. The site is located near the town of Hokitika. The site is located near the town of Hokitika.

**Quick Read**  
Dog bites policeman

A Greymouth police constable has been bitten on the nose by a dog while patrolling a residential street. The dog was a small terrier and the police officer was on duty at the time. The dog was taken to a vet and the police officer was treated for his injuries.

**Mortgage sales up**  
There was a small increase in the number of mortgage applications in the West Coast last week, as the number of applications for first home buyers increased. The number of applications for first home buyers increased by 10 per cent last week.

**Drink-driving tests**  
A 22-episode Greymouth television series has been launched to help the community understand drink driving in Hokitika. The series is a joint project of the Hokitika and Greymouth police and the Hokitika and Greymouth community. The series is a joint project of the Hokitika and Greymouth police and the Hokitika and Greymouth community.

**Mount St fire**  
Greymouth volunteers assisted in the extinguishing of a fire at Mount St. The fire was caused by a gas leak and the fire was extinguished by the volunteers. The fire was caused by a gas leak and the fire was extinguished by the volunteers.

## 126-year-old Cobden tradition goes



## Anti-1080 protesters demand council order

By LAURA NEELLS  
Farmers have said 1080 is not being used in the South Westland region. However, protesters are demanding that the council order the use of 1080. The protesters are demanding that the council order the use of 1080. The protesters are demanding that the council order the use of 1080.

# Greymouth Star

**The Greymouth Star is the largest daily newspaper on the West Coast.**

**Monday - Saturday. 4,800 issues per day.**

The Greymouth Star is an afternoon broadsheet circulating to the following areas of the Coast: Ahaura, Blackball, Camerons, Dobson, Fox Glacier, Franz Josef, Gladstone, Greymouth, Haast, Hari Hari, Hokitika, Ikamatua, Kaiata, Karoro, Kumara, Moana, Ngahere, Otira, Paroa, Reefton, Ross, Runanga, South Westland, Stillwater, Totara Flat, Westport, Whataroa.

The Greymouth Star is proud to represent Greymouth and indeed the West Coast with spirit and vision as the region's main daily newspaper. The Greymouth Star can be relied on to give the best coverage of any daily newspaper in the region; the most reliable news and advertising source for its readers.

## Advertising Rates

(Rates effective April 2011 ) GST exclusive

### Classified Advertising

Situations Vacant, Entertainment, Public Notices and Tenders

Mono \$7.10

Colour \$8.90

Other Classified

Single/Multi Column (mono) \$6.00

Single/Multi Column (colour) \$8.00

### Fixed Space Rates – Minimum Space 12cm per week

12cm to 49cm per week	(3 months)	Colour \$4.90
	(6+ months)	\$4.40
50cm to 270cm per week	(3 months)	\$4.70
	(6+ months)	\$4.20

### Run of Paper Advertising

Colour \$8.00

### Coastpack – One Advert 3 Papers

Greymouth Star/Messenger/Hokitika Guardian

Colour \$18.70

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

### Inserts

Full Run (4800) \$660.00

## Column Widths Guide

Column Widths (mm) Greymouth Star										
Page Depth 53.8cm	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
	35.3	73.7	112.2	150.6	189.1	227.5	266.0	304.4	342.9	381.4

## Deadlines

Greymouth Star	Bookings	Copy	Approvals
<b>Display Classies</b>	12 noon day prior <i>(eg 12 noon Wed for Thurs paper)</i>	3pm day prior <i>(eg 3pm Wed for Thurs paper)</i>	9am <i>(eg 9am Thurs for Thurs paper)</i>
<b>Classies</b> Mon-Fri Sat	9am <i>(eg 9am Thurs for Thurs paper)</i> 4pm Friday	9am <i>(eg 9am Thurs for Thurs paper)</i>	9am <i>(eg 9am Thurs for Thurs paper)</i> 4pm Friday
<b>Run of Paper</b> Tues-Fri Sat-Mon	2 days prior <i>(eg 12 noon Wed for Fri paper)</i> 12 noon Thursday	2 days prior <i>(eg 12 noon Wed for Fri paper)</i> 3pm Thursday	9am <i>(eg 9am Fri for Fri paper)</i> 9am Friday
<b>Features</b>	5 working days prior	5 working days prior <i>(all ad copy, editorial, photos)</i>	1 working day prior
<b>Editorial</b>		11.30am	

## 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  **Guardian**  **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](mailto: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

Brett Kokshoorn (03) 769 7920

 <sup>HOKITIKA</sup> Guardian

Deb Oldman (03) 755 8422

<sup>THE WEST COAST</sup>  
*Messenger*

Mike Wilson (03) 769 7927

**NATIONAL AGENCY BOOKINGS**

Brett Kokshoorn (03) 769 7920