

# Preparing Artwork

The specifications below are provided to assist with the preparation and creation of PDF files for advertising use.

## General Information

### Deadlines

**AFR Smart Investor Magazine is published monthly.**

**Material Deadline:** 17 days prior to on sale date.

*Material received after deadline is automatically viewed as out of specification*

### Contact Details

#### Contact and Proof Delivery Address

Advertising Production,  
 Fairfax Media,  
 Level 4, 1 Darling Island Road,  
 Pyrmont NSW 2009  
**Phone:** (02) 9282 3322  
**Email:** adprodunit@fairfaxmedia.com.au

## Mechanical Specifications

### Page Specifications

Size	Type Area	Trim Size	Bleed Area	Size	Type Area	Trim Size	Bleed Area
Full page	244 x 190mm	275 x 220mm	285 x 230mm	1/3 pg horizontal	75 x 190mm	91 x 220mm	101 x 230mm
1/2 pg horizontal	118 x 190mm	134 x 220mm	144 x 230mm	1/3 page vertical	244 x 56.5mm	275 x 71.5mm	285 x 81.5mm
1/2 page vertical	244 x 89mm	275 x 104mm	285 x 114mm	1/4 pg horizontal	60 x 190mm	N/A	N/A

### Spreads

Size	Type Area	Trim Size	Bleed Area	Size	Type Area	Trim Size	Bleed Area
Dble pg spread	244 x 410mm	275 x 440mm	285 x 450mm	Sponsorship strip	22 x 190mm	N/A	N/A
1/2 page dble spread	118 x 410mm	134 x 440mm	144 x 450mm	Dbl pg sponsorship strip	22 x 410mm	N/A	N/A
1/3 pg dble spread	75 x 410mm	91 x 440mm	101 x 450mm	Table strip	14 x 190mm	N/A	N/A
Dble pg 1/4 horizontal	60 x 410mm	N/A	N/A				

- Measurements are given in millimetres and are as height x width.
- All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.
- Type Area Only specs on broken space ads are designed to sit within the Type area of the whole page.
- Broken space ads that bleed are designed to centre the type area within the ad space.
- For type area across the gutter, please allow minimum of 3mm clearance on each side of the spine.
- Perfect-bound issues require a wider gutter. Please allow a minimum of 6mm clearance on each side of the spine.
- Do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.
- Mechanical specifications are subject to change without notice. Please confirm with production.

**Disclaimer:** Whilst internal production processes may verify that material is within specifications the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs.

*Fairfax Media reserves the right to refuse any material that does not meet our specifications*

Effective as of February 2012. Fairfax Media Publications reserves the right to change the specifications without notice at any time.

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## Digital advertisements

Submitted to Fairfax must be saved as Portable Document Format (PDF). Please note that PDF files must be created with a PostScript application. PDF versions higher than V1.3 are not supported.

**Fully rasterised PDF's from, or placed in any application are not accepted, due to extremely poor reproduction of fonts.**

**The following applications are not PostScript compatible and are not suitable for creating PDF's for Fairfax:**

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Publisher
- Adobe PhotoShop

## Instructions for creating PDF files

The preferred method for creating a PDF file is shown below.

**Step 1**  
 Create an EPS file using a PostScript software application. Instructions for popular PostScript applications can be found here:

<a href="#">Freehand v9 – v10</a>	<a href="#">InDesign CS</a>
<a href="#">Illustrator CS</a>	<a href="#">QuarkXPress v4</a>

**Step 2**  
 Convert the EPS to PDF using Adobe Acrobat Distiller. Job Options for Distiller can be downloaded here:

- \*To download Windows Job Options, right-click on the link and select "Save target as".
- \*To download Mac Job Options, Control-click on the link and select "Download link to disk".

Magazines	Acrobat	<a href="#">Mac</a>
		<a href="#">Windows</a>

## Photoshop Colour Settings File

A Colour Settings File (CSF) has been developed to use Photoshop to enable effective image conversion from RGB to CMYK or RGB to Greyscale.

In converting the image this file will also adjust maximum ink weight and incorporate Grey Component Replacement (GCR) settings for newsprint.

The Photoshop CSF file with newsprint settings can be downloaded here:

<b>FILE DOWNLOADS:</b>
<a href="#">Click Here for Fairfax Media Magazines CSF File</a>
<a href="#">Click Here for Fairfax Media Magazines ICC Profile</a>

# Preparing Artwork

## Mechanical Specifications Continued

### Smart Investor Supplement Page Specifications

Size	Type Area	Trim Size	Bleed Area	Size	Type Area	Trim Size	Bleed Area
Full Page	225 x 160	255 x 190	265 x 200	1/4 Box	108 x 75	n/a	n/a
Dble Pg Spread	225 x 350	255 x 380	265 x 390	Junior Page	139 x 96	n/a	n/a
1/2 Horizontal	108 x 160	123 x 190	133 x 200	Strip	40 x 160	n/a	n/a
1/2 Dble Spread	108 x 350	123 x 380	133 x 390	Dble Pg Spread Strip	40 x 350	n/a	n/a
1/3 Horizontal	68 x 160	83 x 190	93 x 200	Sponsorship Strip	22 x 160	n/a	n/a
1/3 Dble Spread	68 x 350	83 x 380	93 x 390	Dble Pg Spread Sponsorship Strip	22 x 350	n/a	n/a
1/2 Vertical	225 x 75	255 x 90	265 x 100				
1/3 Vertical	225 x 43	255 x 58	265 x 68				

## Delivery Requirements

Smart Investor magazine only accepts material that is submitted via Quickcut or Adsend. All advertisements submitted will be converted to PDF files using the guidelines created by 3DAP.

These guidelines are published at the web site [www.3dap.com.au](http://www.3dap.com.au)

For more information, please contact

**Quickcut on 1800 230 302; [www.quickcut.com.au](http://www.quickcut.com.au) or**

**Adsend on 1300 798 949; [www.adsend.com.au](http://www.adsend.com.au)**

The delivery and receipt of advertising material via Quickcut and Adsend is an automated workflow. As a result material instructions are not able to be viewed and should be communicated to your sales contact. Advertising Production will output a positional proof to ensure it resembles the supplied client proof. Our team of Imaging specialists are also on hand to check the colour within the files, and to ensure that the reproduction of the supplied creative will be to the expectation of the client proof.

### Booking Number

There are a number of mandatory fields that must be entered prior to acceptance of your ad by Quickcut. One of these fields is the booking number. Please contact your Sales team or Advertising Production to obtain the booking number for your creative.

### Storage & Repeats

Please do not send ads more than 4 days prior to the advertising delivery deadline. Fairfax will store digitally supplied material for a period of three months. Repeat ads may be co-ordinated with Advertising Co-ordinator using the booking number relevant to the required publish date, however, it is advisable to resend the advertising material for each schedule to ensure that you run the material you require.

## Print Specifications

<b>Iso Category</b>	Paper Type 1
<b>Process</b>	Computer to Plate. Four colour process
<b>Screen ruling:</b>	133lpi
<b>Dot structure:</b>	Round
<b>Screen angles:</b>	Cyan 15 degrees
	Magenta 45 degrees
	Yellow 90 degrees
	Black 75 degrees
<b>Print Sequence:</b>	Black, Cyan, Magenta, Yellow

## Proofs

Proofs should provide an accurate representation of the intended print result and are necessary for us to ensure colour accuracy on press. For this reason, Fairfax will only accept 3DAP v.3.0 compliant proofs. If you choose not to supply a digital proof, Fairfax cannot be held responsible if the printed result varies from what the client has approved. To produce adequate digital proofs we require 3DAP approved digital proofs (see [www.3dap.com.au](http://www.3dap.com.au))

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# Technical Reproduction Guidelines

## Colour Guidelines

### Spot Colour

This is achieved by using the four colour printing process (i.e. PMS colours must be broken down into CMYK process).

### Dot Gain

Dot gain is not a fault of web offset printing, but rather a characteristic. The dot gain can to some extent be accommodated in production but there are some things, outlined below, that can help:

All material should compensate for dot gain of up to 15-20% in the 50% dot area. Ensure midtones are lighter and have more contrast to compensate for the above dot gain.

### Grey Balance

Maintaining Grey balance throughout the separation is extremely important for quality four-colour reproduction.

Separations without neutral Grey's will reproduce with perceivable colour casts on press. As a general rule for magazine reproduction, Grey balance requires slightly more cyan relative to less amounts of magenta to yellow.

### Four Colour Mono Images

Four colour mono images have a tendency to reproduce with colour and tonal shifts and often the result differs to the original proof. We suggest using an achromatic, or GCR, set-up. Increasing the use of black and reducing the other three colours will result in a more neutral image that will reduce the risk of tonal and colour shifts on press.

### Process Colour

Colour specified in percentages of cyan, magenta, yellow and black.

Highlights can also muddy if there is a black dot visible, which will also gain on press. The first printing highlights should be:

	<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>
<b>First printing highlight</b>	3%	2%	2%	0%
<b>Midtones</b>	Allow for up to 15-20% dot gain			
<b>Shadow</b>	Range from 280-340% for cover stock			

### Total Saturation

The total saturation for process colour material should range from 280-300%. This helps compensate for dot gain and allows for maximum shadow detail with minimum ink set-off.

Saturation exceeding 300% will not result in darker shadows on magazine stock. It simply leads to excessive set-off and causes shadow areas to plug; thus reducing printed shadow detail.

Any single colour not intended to print solid should not exceed 80%. We recommend that large areas of black be at least two colour (100% black, 60% cyan) or four colours.

## Typefaces

San serif typefaces are the best choice for reproduction. They reproduce easily with desired readability. Typefaces with thin or delicate serifs and strokes should be avoided. Extremely fine strokes can drop out, while thick strokes can plug on the press. Because of the ink and stock relationship, small type tends to lose definition on the press.

Coloured type or solid backgrounds can print using a single colour at 100%. Should a second or third colour be required, these extra colours should be limited to 95%, keeping within the total ink limit of 300%. This will allow the ink to trap on the press and result in a consistent and balanced printing.

For legibility reasons, consideration should be given when attempting to reproduce type as a light screen tint. For best results, avoid screening type styles with a fine to medium weight and those with serifs.

For optimum results it is suggested that type not overprint a background screen (tint or ghosted image) greater than 30% visual density. This allows for dot gain and provides necessary contrast between text matter and the background image.

### Typefaces in Reverse

- Typefaces in four colours should be sans serif and bold, no smaller than **10pt**.
- Type with serifs or screens, reversed out of a four colour image or colour, should be **10pt or greater** in size, otherwise the material will not be accepted. This allows for slight variances in register while maximizing legibility.
- Any reverse type should be limited to two colours maximum. For contrast and readability, reverse type should not be positioned within screened areas less than 50%, or in yellow or other light coloured backgrounds.

## Line Art

- Minimum width 0.125mm (0.005 inch) with a maximum of two colours overprinting.
- Avoid line art less than 1 pt.