# Fairfax Advertising Specifications

## NEWSPRINT SPECIFICATIONS

### Postscript compatible (acceptable software)

Adobe Indesign
Adobe Illustrator
Adobe Pagemaker
Freehand
MultiAd Creator
QuarkXPress

Files should be created using these applications and saved & supplied as PDFs. Appropriate Distiller job options are available on request.

### Not Postscript compatible (unacceptable software)

Microsoft Word
Microsoft Powerpoint
Microsoft Publisher
Adobe Photoshop

Note: Adobe Photoshop should be used for image manipulation only.

### General

| | |
|---|---|
| PDF Version | **1.3+** |
| Postscript Level | **2+** |
| ICC Compliant | **No** |
| Colour Model | **CMYK only** |

### Fonts & Type

| | |
|---|---|
| Font embedding required | **Yes** |
| Font subsetting allowed | **Yes** |
| Minimum pt. size for colour type | **12pt** |
| Minimum weight for colour type | **Bold** |
| Maximum plates allowed for colour type | **3** |
| Minimum point size for reversed coloured type | **12pt** |
| Minimum weight for reversed colour type | **Bold** |
| Maximum plates allowed for reversed colour type | **3** |
| Minimum point size for single colour type (100% C, M, Y or K) | **6pt** |

### Images

| | |
|---|---|
| Format | **EPS, TIFF or JPEG** |
| Minimum resolution for colour images | **150dpi** |
| Minimum resolution for greyscale images | **150dpi** |
| Minimum resolution for black & white (single bit) images | **600dpi** |
| Maximum ink weight | **240%** |

## DIGITAL DELIVERY

Fairfax Media will accept advertising material via the following delivery methods only:

### Adstream Limited

Tech Support 09 913 1479
www.quickcut.co.nz

### Fairfax Adtracker Online

Please contact your Sales Representative or the Production Centres listed below for more information.

## SPECIFICATIONS ENQUIRIES
### Advertising Production Support

**Auckland**
*09 580 1728*
**Hamilton**
*07 849 9520*
**Wellington**
*04 474 0468*
**Christchurch**
*03 943 2453*