

# Fairfax Advertising Specifications

## 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](http://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 9653

### Wellington

04 474 0468

### Christchurch

03 943 2453