

TECHNICAL

Artwork

Please ensure these guidelines are followed. For further information phone (07) 849 9538

To retain our credibility as a publisher and to assist you in achieving the best results from your advertising, we require a high standard of advertising material.

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 Acrobat Distiller job options are available on request.

Not postscript compatible (unacceptable software)

- Microsoft Publisher
- Microsoft Word
- Microsoft Excel
- Adobe Photoshop

Note: Adobe Photoshop should be used for image manipulation only

General PDF settings

- 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 colour 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%**

Need help with your advert creative or your advert designed?

The Waikato Times offers a comprehensive in-house design service if required. Please ask your advertising representative for options available and our affordable rates.

TECHNICAL

Where to send your advertisement

Please ensure the your advertisement is booked with your consultant prior to sending material.

Digital delivery (preferred)

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

- **Fairfax Adtracker Online**
Please contact your Sales Representative or the Production Centres listed below for more information.
- **Adstream Limited**
Tech Support 09 913 1479
www.quickcut.co.nz

Specifications enquiries

Advertising production support

- **Auckland**
09 580 1728
- **Hamilton**
07 849 9538
- **Wellington**
04 474 0468
- **Christchurch**
03 943 2453

Alternative delivery methods

Waikato Times/WRCN Production postal address:
Private Bag 3086
Waikato Mail Centre
Hamilton 3240

Waikato Times/WRCN Production courier address:
70 Foreman Road, Te Rapa, Hamilton

If sending your advertising material via post or courier please include the following:

- The name of the person you booked your ad with
- Dates the advertisement is running
- Client name or ad name
- Advertisement size
- Colour of your advertisement (process, spot or black and white)

Accepted Media Types:

- CD-ROM Diskettes
- Flashmedia PC
- USB Drives PC ONLY

Disclaimer

If supplied material does not conform to the correct specifications we will endeavour to advise you of any potential problems that may occur when printing. However, time constraints may mean we are unable to do this. The Waikato Times cannot accept responsibility for problems resulting from supplied material being outside specifications.

If we are receiving print ready material electronically from you for the first time, we recommend that a trial is carried out prior to publishing. This should occur at least five days prior to publication and can be arranged by contacting your advertising consultant or emailing advertising@waikatotimes.co.nz