

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

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