

# 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 and 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 pt 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, K)    6pt

### Images

Format    EPS, TIFF or JPEG  
 Minimum resolution for colour images    150dpi  
 Minimum resolution for greyscale images    150dpi  
 Minimum resolution for black and 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 Centre listed below for more information.

### SPECIFICATIONS ENQUIRIES

Advertising Production Support  
 Wellington 04 474 0468

### COLUMN WIDTHS

Full page 37 x 7 (262mm)	ROP/EGN	Classifieds
1 col	34mm	32mm
2 col	72mm	66mm
3 col	110mm	100mm
4 col	148mm	134mm
5 col	186mm	168mm
6 col	224mm	202mm
7 col	262mm	236mm
8 col		270mm

## DEADLINES: ROP/EARLY GENERAL NEWS ADVERTISING

PUBLICATION	DAY PUBLISHED	BOOKING DEADLINE*	MATERIAL DEADLINE*
Observer	Monday	Noon Wednesday prior	2pm Thursday prior
Hutt News	Tuesday	Noon Wednesday prior	Noon Friday prior
Kapi-Mana	Tuesday	Noon Wednesday prior	5pm Thursday prior
Upper Hutt Leader	Wednesday	Noon Thursday prior	10am Monday prior
Wairarapa News	Wednesday	Noon Thursday prior	10am Monday prior
the napier mail	Wednesday	Noon Wednesday prior	9am Friday prior
the hastings mail	Wednesday	Noon Wednesday prior	9am Friday prior
HS Country Scene	1st Wednesday of month	3rd Monday of each month	Noon Thursday prior
Observer The Mail	Thursday	9am Friday prior	5pm Monday prior
The Wellingtonian	Thursday	10am Monday prior	Noon Monday prior

