

Preparing Artwork

The specification below is provided to assist with the preparation and creation of PDF files for advertising use.

www.adcentre.com.au

PDF Creation

Digital advertisements

Submitted to Fairfax must be saved as Portable Document Format (PDF). Please note that PDF files must be created with a PostScript application. PDF versions higher than V1.3 are not supported.

Fully rasterised PDF's from, or placed in any application are not accepted, due to extremely poor reproduction of fonts.

The following applications are not PostScript compatible and are not suitable for creating PDF's for Fairfax:

Microsoft Word
Microsoft PowerPoint
Microsoft Publisher
Adobe PhotoShop

Instructions for creating PDF files

The preferred method for creating a PDF file is shown below.

Step 1

Create an EPS file using a PostScript software application. Instructions for popular PostScript applications can be found here:

[InDesign CS](#)

[Illustrator CS](#)

Step 2

Convert the EPS to PDF using Adobe Acrobat Distiller. Job Options for Distiller can be accessed via the Attachments Pane in this PDF.

[Distiller Joboptions](#)

Photoshop Colour Settings File

A Colour Settings File (CSF) has been developed to use Photoshop to enable effective image conversion from RGB to CMYK or RGB to Greyscale.

In converting the image this file will also adjust maximum ink weight and incorporate Grey Component Replacement (GCR) settings for newsprint.

The Photoshop CSF file with magazine settings can be downloaded via the link below:

[Click Here for Colour Settings Files](#)