

Advertising Specifications

Introduction

Due to the increasing range of layout and design software available, we are unable to support every format available to agencies and advertisers. Therefore, in the interests of reliability and customer service, we have decided to standardise formats for supplied electronic ads. The **only** format accepted is PDF files.

If you have never submitted an advertisement electronically to us, we will need a test advertisement to verify its acceptability. Please arrange with your advertising representative to send us a test file well in advance for pre-approval.

If you (or the designer creating the advertisement) do not understand the following information, talk to your advertising representative to organise for your ad to be created in-house.

General Rules for successful electronic lodgment of material

- Save your ad as a PDF format.
- Let your advertising rep know delivery method you are using to transmit your ad.
- Send your ad to us.
- Contact your advertising rep to confirm the advertisement has arrived and that it is of acceptable format.

NB: It is your responsibility to confirm with your advertising representative that we have not only received your file, but that it has been processed ready for publishing.

We will not be held responsible for transmission time that may be associated with the transfer of material by email or internet. Deadline times are the time the material arrives, not the time it left the client/agency.

File Formats

PDF (Portable Document Format)

- Do not use a Microsoft Office product to create a pdf as it uses RGB colour rather than CMYK.
- Do not use Acrobat PDF Writer as it can produce an unreliable document.
- True Type fonts are not accepted as they are not of press quality, as the type might not appear correctly when put to press. We require postscript type one fonts, many purchased fonts come with both true type and PS fonts.

Rules for all file formats

- Acrobat Distiller 4.0 settings are attached to the end of this document.
- All fonts must be embedded.
- Resolution for colour/mono art 200dpi.
- Resolution for bitmap art 600 dpi.
- Make sure the size of the document is the size of your ads with no surrounding white space.
- Supply a colour/mono proof with all advertisements (essential).
- No White space / Crop marks are to be in the Document.
- Text for in-house ad makeup can be sent but must be sent as a plain txt file, no office documents.
- Resolution that the artwork is scanned at should be double the screen ruling that we will print at. Mercury prints at 100 lines per inch, artwork should be scanned at a minimum of 200 pixels per inch for mono/colour ads.

Delivery Methods

Below are the acceptable methods of ad delivery with some notes on each format that we have found can cause problems.

Rules for all Delivery Methods

- Do not zip or stuff your advertisement.
- If possible, use the 7 digit booking id to name your advertisement, especially if you have multiple ads on the one media.
- We do not accept floppy disks due to their unreliability.
- Ads sent without a proof will be solely the responsibility of the Agency/Client and charged in full.

QuickCut Ads

- This is one of the favourable delivery methods due to the ease at which the ads are sent and accepted.
Quickcut - Tel: 02 9467 7500 or email sales@quickcut.com

Fairfax Ad Online

Ad online is a free Fairfax ad distribution system, that allows PDF ads to be sent to various Fairfax newspapers from a website www.adonline.fairfax.com.au. Contact classifieds or your advertising representative for login and ad id information. Simple instructions on how to use this are available below.

[Click to Download File >>\(252kb\)](#)

In House Production

Supply of electronic material

Please supply typed electronic copy only for text to be included in advertisements, no hand written material.

Text that is sent electrically for in-house ad makeup can be sent but must be sent as a plain txt file, **no MS Office documents**.

If you only have the use of Microsoft Word, save the document as an **rtf** file.

E-mailed or electronic graphic components for ads that are to be made up in house must be saved in JPEG (Joint Photographic Experts Groups) format.

Standards for hard copy graphics to be included in advertisements

All individual graphic components (eg logos or pictures) supplied as hard copy to the Imaging Department that are to be included in an advertisement should be original artwork. (whenever possible).

All other graphic components should be supplied on good quality stock. Definitely **No Yellow Pages** or **Newsprint** (original page or photo copies).

A high quality glossy catalogue may be acceptable if the printing and stock quality is of a high standard.

Down sizing of images is acceptable. Up sizing or expanding is not recommended as the chance of distorting and fragmenting the image is enhanced.

Note: Printing is a series of ink dots on paper, very small images/logos will only have a small number of dots. When rescanned there is very little information available. The finer the screen the better, but a large percentage of material received is fairly coarse screen.

The Mercury is printed at 100 lines per inch.

Summary

- Original Artwork is most desirable.
- Second preference is high quality pre printed material.
- A minimum resolution of 200 pixels/inch for colour/mono, 600dpi Bitmap.

Any material presented to the Imaging department that fails to meet these basic standards will be rejected.

Pre-Flight Checklist

- Has your Ad been saved in PDF format, using our Distiller settings?
- Have you informed your Rep of method of transfer?
- Have you cropped all white space off the Ad?
- Have you supplied a colour/mono proof?
- Contact your Rep to ensure it has arrived.

Recommended Settings for Adobe Acrobat Distiller

You can download the recommended distiller settings for pc below. Save the file in your Distiller Settings folder. If you have any problems, read the relevant section in the Distiller Help file. **Important Notes:**

- Do not use PDF Writer to create your documents as it can create a pdf that contains unacceptable items.
- Do not use any Microsoft product to create your document, it creates RGB colour documents, CMYK is the only acceptable colour mode.
- Do not use any document security.