

# MIS

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FINANCIAL REVIEW

# 2010

MECHANICAL

# SPECS

# TECHNICAL SPECS

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Welcome to the specifications and guidelines for *MIS Magazine*. If you have any queries about the topics outlined below or need production assistance please contact the Advertising Coordinator or Magazine Services Manager using the details that follow. If you would like to be sent an email advising you of any updates to the following specifications, please email the Magazine Services Manager and in the subject type "Subscribe - *MIS Magazine* Specifications".

## GENERAL INFORMATION

*MIS Magazine* is a newsstand publication that comes out on the last Thursday of every month prior to cover date. It is a saddle stitched product printed on 250gsm Impress Matt (Cover) and 74gsm Somerset Matt (text) using web offset technology with coated process inks. Finished product size is 275mm x 208mm.

## DEADLINES

Material: Thursday, 3 weeks prior to publication date\*

\*Material received after deadline is automatically viewed as out of specification

## CONTACT DETAILS

### Contact and Proof Delivery Address

Magazine Operations  
Fairfax Media  
Level 3, 1 Darling Island Rd,  
PYRMONT NSW 2009  
Ph: (02) 9282 3322  
Email: [adprodunit@fairfaxmedia.com.au](mailto:adprodunit@fairfaxmedia.com.au)

# MECHANICAL SPECS

## PAGE SPECIFICATIONS

SIZE	TYPE AREA	TRIM SIZE	BLEED AREA
<b>FULL PAGE</b>	250 x 180mm	275 x 208mm	285 x 218mm
<b>1/2 HORIZONTAL</b>	120 x 180mm		
<b>1/2 HORIZONTAL (WITH BLEED)</b>	108 x 180mm	133 x 208mm	143 x 218mm
<b>1/2 VERTICAL</b>	250 x 88mm		
<b>1/2 VERTICAL (WITH BLEED)</b>	250 x 74mm	275 x 102mm	285 x 112mm
<b>1/3 HORIZONTAL</b>	80 x 180mm		
<b>1/3 HORIZONTAL (WITH BLEED)</b>	68 x 180mm	93 x 208mm	103 x 218mm
<b>1/3 VERTICAL</b>	250 x 58mm		
<b>1/3 VERTICAL (WITH BLEED)</b>	250 x 46mm	275 x 74mm	285 x 84mm
<b>1/4 HORIZONTAL</b>	60 x 180mm		
<b>1/4 HORIZONTAL (WITH BLEED)</b>	51.5 x 180mm	68.5 x 208mm	78.5 x 218mm
<b>STRIP 20MM</b>	16 x 180mm	20 x 208mm	30 x 218mm
<b>STRIP 25MM</b>	20 x 180mm	25 x 208mm	35 x 218mm

## SPREADS

SIZE	TYPE AREA	TRIM SIZE	BLEED AREA
<b>DOUBLE PAGE SPREAD</b>	250 x 388mm	275 x 416mm	285 x 426mm
<b>HALF PAGE SPREAD</b>	120 x 388mm		
<b>HALF PAGE SPREAD (WITH BLEED)</b>	108 x 388mm	133 x 416mm	143 x 426mm
<b>THIRD PAGE SPREAD</b>	80 x 388mm		
<b>THIRD PAGE SPREAD (WITH BLEED)</b>	68 x 388mm	93 x 416mm	103 x 426mm

- Measurements are given as height x width.
- All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.
- Type Area Only specs on broken space ads are designed to sit within the Type area of the whole page.
- Broken space ads that bleed are designed to centre the type area within the ad space.
- Mechanical specifications are subject to change without notice.

# MECHANICAL SPECS FOR MIS MAGAZINE

## DELIVERY REQUIREMENTS

*MIS Magazine* only accepts material that is submitted via Quickcut. All advertisements submitted via Quickcut will be converted to PDF files using the guidelines created by 3DAP. These guidelines are published at the web site [www.3dap.com.au](http://www.3dap.com.au). For more information on Quickcut and delivery please contact Quickcut on 02 9949 0500 or at [www.quickcut.com.au](http://www.quickcut.com.au). When ads are received via Quickcut our Advertising Co-ordinator will check all messages that accompany the ad to ensure that it is acceptable. They will also output a positional proof to ensure it resembles the supplied client proof. Our team of Imaging Specialists are also on hand to check the colour within the files, and to ensure that the reproduction of the supplied creative will be to the expectation of the client proof.

## BOOKING NUMBER

There are a number of mandatory fields that must be entered prior to acceptance of your ad by Quickcut. One of these fields is the booking number. Please contact your Advertising Co-ordinator to obtain the booking number for your creative.

## STORAGE AND REPEATS

Please do not send ads more than 4 days prior to the advertising delivery deadline. Fairfax will store digitally supplied material for a period of three months. Repeat ads may be co-ordinated with Advertising Co-ordinator using the booking number relevant to the required publish date, however, it is advisable to resend the advertising material for each schedule to ensure that you run the material you require.

## PRINT SPECIFICATIONS

**Process:** Computer to Plate, Four colour process

**Screen ruling:** 133lpi

**Dot structure:** Round

**Screen angles:**

Cyan	15 degrees
Magenta	45 degrees
Yellow	90 degrees
Black	75 degrees

**Print Sequence:** Black, Cyan, Magenta, Yellow

## PROOFS

Proofs should provide an accurate representation of the intended print result and are necessary for us to ensure colour accuracy on press. For this reason, Fairfax will only accept 3DAP compliant proofs. If you choose not to supply a digital proof, Fairfax cannot be held responsible if the printer result varies from what the client has approved. To produce adequate digital proofs we require 3DAP approved digital proofs (see [www.3dap.com.au](http://www.3dap.com.au))

# ARTWORK GUIDELINES

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## SPOT COLOUR

This is achieved by using the four colour printing process (i.e. PMS colours must be broken down into CMYK process).

## PROCESS COLOUR

Colour specified in percentages of cyan, magenta, yellow and black.

## DOT GAIN

Dot gain is not a fault of web offset printing, but rather a characteristic. The dot gain can to some extent be accommodated in production but there are some things, outlined below, that can help:

All material should compensate for dot gain of up to 15-20% in the 50% dot area. Ensure midtones are lighter and have more contrast to compensate for the above dot gain.

Highlights can also muddy if there is a black dot visible, which will also gain on press. The first printing highlights should be:

	C	M	Y	K
First printing highlight	4%	3%	3%	0%
Midtones	Allow for up to 15-20% dot gain			
Shadow	Range from 290-310%			

## GREY BALANCE

Maintaining Grey balance throughout the separation is extremely important for quality four-colour reproduction.

Separations without neutral Grey's will reproduce with perceivable colour casts on press. As a general rule for magazine reproduction, Grey balance requires slightly more cyan relative to less amounts of magenta to yellow.

## FOUR COLOUR MONO IMAGES

Four colour mono images have a tendency to reproduce with colour and tonal shifts and often the result differs to the original proof. We suggest using an achromatic, or GCR, set-up. Increasing the use of black and reducing the other three colours will result in a more neutral image that will reduce the risk of tonal and colour shifts on press.

## TOTAL SATURATION

The total saturation for process colour material should range from 280-310%. This helps compensate for dot gain and allows for maximum shadow detail with minimum ink set-off. Saturation exceeding 310% will not result in darker shadows on magazine stock. It simply leads to excessive set-off and causes shadow areas to plug; thus reducing printed shadow detail. Any single colour not intended to print solid should not exceed 80%. We recommend that large areas of black be at least two colour (100% black, 60% cyan) or four colours.

## SEPARATION TABLE

The Magazine Separation Table located in the Downloads section of our web site is not suitable for this product.

## TYPEFACES

San serif typefaces are the best choice for reproduction. They reproduce easily with desired readability. Typefaces with thin or delicate serifs and strokes should be avoided. Extremely fine strokes can drop out, while thick strokes can plug on the press. Because of the ink and stock relationship, small type tends to lose definition on the press.

Coloured type or solid backgrounds can print using a single colour at 100%. Should a second or third colour be required, these extra colours should be limited to 95%, keeping within the total ink limit of 310%. This will allow the ink to trap on the press and result in a consistent and balanced printing.

For legibility reasons, consideration should be given when attempting to reproduce type as a light screen tint. For best results, avoid screening type styles with a fine to medium weight and those with serifs.

For optimum results it is suggested that type not overprint a background screen (tint or ghosted image) greater than 30% visual density. This allows for dot gain and provides necessary contrast between text matter and the background image.

## TYPEFACES IN REVERSE

- Typefaces in four colours should be sans serif and bold, no smaller than 12pt.
- Type with serifs or screens, reversed out of a four colour image or colour, should be 12pt or greater in size, otherwise the material will not be accepted. This allows for slight variances in register while maximizing legibility.
- Any reverse type should be limited to two colours maximum. For contrast and readability, reverse type should not be positioned within screened areas less than 50%, or in yellow or other light coloured backgrounds.

## LINE ART

Minimum width 0.125mm (0.005 inch) with a maximum of two colours overprinting. Avoid line art less than 1 pt.

## DISCLAIMER

Whilst internal production processes may verify that material is within specifications the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production costs.

*Fairfax Media reserves the right to refuse any material that does not meet the Fairfax specifications.*