

mechanical specifications

delivery requirements

smartinvestor now accepts material that is submitted as PDF via Quickcut and Websend. When ads are received all messages that accompany the ad are checked and an acceptance will be generated once the material is approved.

booking number

There are a number of mandatory fields that must be entered prior to acceptance of your advertisement. One of these fields is the booking number. Please contact the Advertising Co-ordinator on 02 9282 3322 or your Account Manager to obtain the booking number for your creative.

storage and repeats

Fairfax Media will store digitally supplied material for a period of six months. Repeat ads may be arranged with the 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 Four colour process
Screen ruling 133 lpi
Dot structure Round

Screen angles:

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

Print Sequence: Black, Cyan, Magenta, Yellow

proofs

Fairfax Media will only accept 3DAPv2 compliant proofs with colour bars and trim marks. 3Dapv2 compliant proofs provide an accurate representation of the intended print result and are necessary for us to ensure colour accuracy on press. For this reason, if you choose not to supply a digital proof, Fairfax Media cannot be held responsible if the printer result varies from what the client has approved. To produce adequate digital proofs we require 3DAPv2 approved digital proofs (see www.3dap.com.au).

disclaimer

While 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 Review Group reserves the right to refuse any material that does not meet the Fairfax Media specifications.



smartinvestor only accepts advertising material in digital format. Please refer to the specification website: www.adcentre.com.au/afr-smart-investor.aspx

size specifications

SIZE	TYPE AREA (DxW)	TRIM SIZE (DxW)	BLEED SIZE (DxW)
Double page spread	244 mm x 410 mm	275 mm x 440 mm	285 mm x 450 mm
Full page	244 mm x 190 mm	275 mm x 220 mm	285 mm x 230 mm
1/2 page horizontal	118 mm x 190 mm	134 mm x 220 mm	144 mm x 230 mm
1/2 page double spread	118 mm x 410 mm	134 mm x 440 mm	144 mm x 450 mm
1/3 page horizontal	75 mm x 190 mm	91 mm x 220 mm	101 mm x 230 mm
1/3 page double spread	75 mm x 410 mm	91 mm x 440 mm	101 mm x 450 mm
1/2 page vertical	244 mm x 89 mm	275 mm x 104 mm	285 mm x 114 mm
1/3 page vertical	244 mm x 56.5 mm	275 mm x 71.5 mm	285 mm x 81.5 mm
1/4 page horizontal	60 mm x 190 mm	N/A	N/A
Double page 1/4 horizontal	60 mm x 410 mm	N/A	N/A
Sponsorship strip	22 mm x 190 mm	N/A	N/A
Double page sponsorship strip	22 mm x 410 mm	N/A	N/A
Table strip	14mm x 190mm	N/A	N/A



FULL PAGE



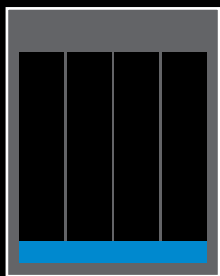
HALF PAGE HORIZONTAL



THIRD PAGE HORIZONTAL



QUARTER PAGE STRIP



SPONSORED STRIP



HALF PAGE VERTICAL



THIRD PAGE VERTICAL

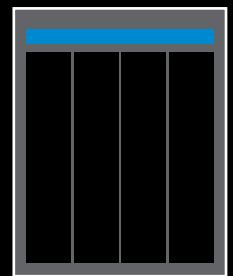


TABLE STRIP

- Measurements are given as depth x width (mm).
- All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.
- Type Area Only specs on 1/4 page horizontal, sponsorship strips and table strip 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 margin.
- For type area across the gutter please allow minimum of 6mm clearance on both sides of the spine.
- Do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.