

FOR CLIENTS SUPPLYING PDF COMPLETE ARTWORK

Complete PDFs can be supplied to Fairfax Community Newspapers via AdOnline, Quickcut, Websend or emailed directly to your sales representative.

Before creating a PDF the following guidelines must be adhered to to ensure optimum print quality of supplied advertisements.

✓ Digital advertisements submitted to Fairfax Community Newspapers must be saved as Portable Document Format (PDF).

Please Note: Fully rasterised pdfs from or placed in any application are not acceptable, due to extremely poor reproduction of fonts.

✓ Use only Acrobat Distiller to create your PDF

The correct distiller settings (Job Options) can be provided by a sales representative at your request.

The following applications are not PostScript compatible and are **NOT** suitable for creating PDFs for Fairfax Community Newspapers: • Microsoft Word • Microsoft PowerPoint • Microsoft Publisher

If you cannot supply the PDF file to these specifications, please supply copy and photos for the ad to be created in the Creative Services department.

✓ Basic Technical Specifications

- ✓ All Colour objects including images, backgrounds and text must be CMYK
- ✗ No RGB or spot colour used. Pantone or spot colour must be converted in the original file.
- ✓ Black ink - black should be knockout not overprint
- ✗ Do not use Process (Registration) black. Should a darker black be required use only 30% Cyan + 100% Black.
- Please note: Fairfax checks all material for ink weight coverage, material supplied with an excess of 240% will error and if not resupplied at or below the 240% level, the ink limit will be reduced accordingly on output

• Production Tips when using typefaces in Colour

- ✓ Reversed coloured text should be no smaller than 10pt Bold
- ✗ Do not use any type requiring 3 colour plates at less than 10pt Bold
- ✗ For contrast and readability, reverse type should not be positioned within screened areas less than 50% or in yellow or light coloured backgrounds.
- ✓ Recommended text size of reversed type out of a four-colour image, type with fine serifs or type with screens, is 12pt and should be in bold face. This allows for press variations in register while maximising legibility.

✓ Advertorial / Editorial style advertisements

MUST be bordered and carry the word ADVERTISEMENT on the top in minimum 8pt type

*** IMPORTANT : CHECK YOUR FILE ***

• View your file as it will print before supplying

- ✓ To confirm overprint settings are correct use Adobe Acrobat Version 7.
Go to: Advanced Menu > Overprint Preview

OR

- ✓ Use Acrobat Reader Version 7.
Go to: Edit Menu > Preferences > Page display > Tick Overprint Preview > Select OK

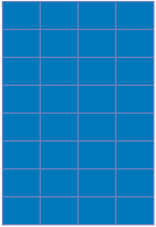
• Fairfax Community Newspapers will not alter a supplied PDF.

Any change will require the client to resupply a revised version

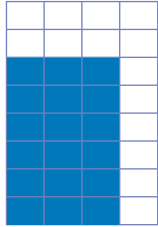
FAIRFAX COMMUNITY NEWSPAPERS ACCEPTS NO RESPONSIBILITY FOR FILES APPEARING INCORRECTLY IF THESE SPECIFICATIONS ARE NOT ADHERED TO.



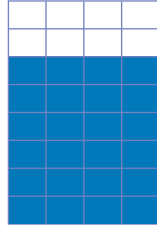
MODULES ADVERTISING FORMATS effective Monday 2nd July, 2007



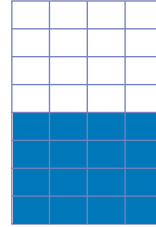
Name: **8 mods high x 4 mods wide**
Code: **T84**
Specs: 37.4 x 25.96cm



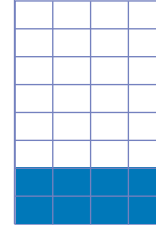
Name: **6 mods high x 3 mods wide**
Code: **T63**
Specs: 28 x 19.42cm



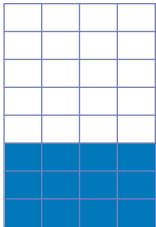
Name: **6 mods high x 4 mods wide**
Code: **T64**
Specs: 28 x 25.96cm



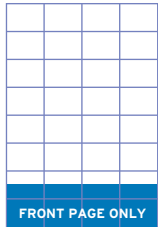
Name: **4 mods high x 4 mods wide**
Code: **T44**
Specs: 18.6 x 25.96cm



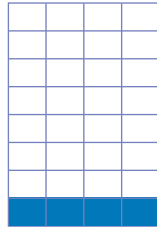
Name: **2 mods high x 4 mods wide**
Code: **T24**
Specs: 9.2 x 25.96cm



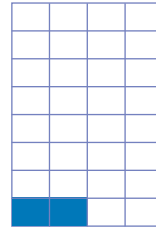
Name: **3 mods high x 4 mods wide**
Code: **T34**
Specs: 13.9 x 25.96cm



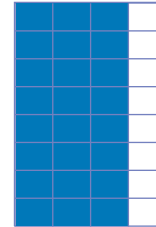
Name: **1.5 mods high x 4 mods wide**
Code: **T1H4**
Specs: 7 x 25.96cm



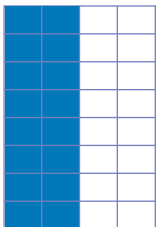
Name: **1 mod high x 4 mods wide**
Code: **T14**
Specs: 4.5 x 25.96cm



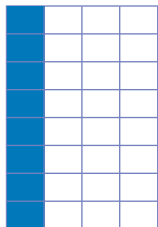
Name: **1 mod high x 2 mods wide**
Code: **T12**
Specs: 4.5 x 12.88cm



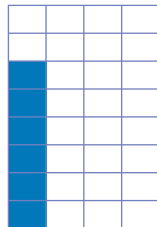
Name: **8 mods high x 3 mods wide**
Code: **T83**
Specs: 37.4 x 19.42cm



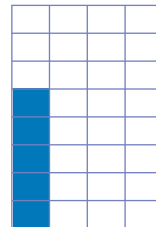
Name: **8 mods high x 2 mods wide**
Code: **T82**
Specs: 37.4 x 12.88cm



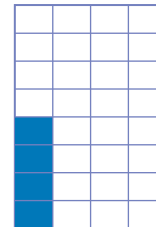
Name: **8 mods high x 1 mod wide**
Code: **T81**
Specs: 37.4 x 6.34cm



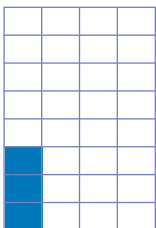
Name: **6 mods high x 1 mod wide**
Code: **T61**
Specs: 28 x 6.34cm



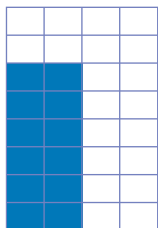
Name: **5 mods high x 1 mod wide**
Code: **T51**
Specs: 23.3 x 6.34cm



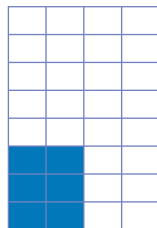
Name: **4 mods high x 1 mod wide**
Code: **T41**
Specs: 18.6 x 6.34cm



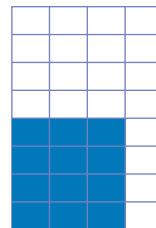
Name: **3 mods high x 1 mod wide**
Code: **T31**
Specs: 13.9 x 6.34cm



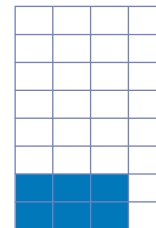
Name: **6 mods high x 2 mods wide**
Code: **T62**
Specs: 28 x 12.88cm



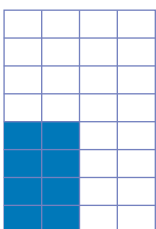
Name: **3 mods high x 2 mods wide**
Code: **T32**
Specs: 13.9 x 12.88cm



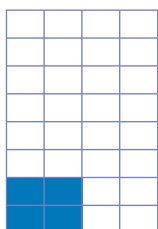
Name: **4 mods high x 3 mods wide**
Code: **T43**
Specs: 18.6 x 19.42cm



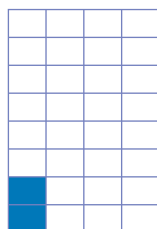
Name: **2 mods high x 3 mods wide**
Code: **T23**
Specs: 9.2 x 19.42cm



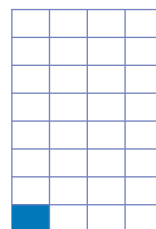
Name: **4 mods high x 2 mods wide**
Code: **T42**
Specs: 18.6 x 12.88cm



Name: **2 mods high x 2 mods wide**
Code: **T22**
Specs: 9.2 x 12.88cm



Name: **2 mods high x 1 mod wide**
Code: **T21**
Specs: 9.2 x 6.34cm



Name: **1 mod high x 1 mod wide**
Code: **T11**
Specs: 4.5 x 6.34cm