

Preparing PDF Artwork - Quick Specs NEWSPRINT

Complete artwork can be supplied to Fairfax Community Newspapers in PDF format via AdOnline, Quickcut, Websend or emailed directly to your sales representative. The specifications below are provided to assist with the preparation and creation of PDF files for advertising use in all Fairfax Community Newspaper publications.

If you cannot supply the PDF file to these specifications, please supply copy, logos and photos for the ad to be created by the Fairfax Community Newspapers Creative Services Department.

Digital Advertisements - Newsprint

General

Please use only Acrobat Distiller to create your PDF. The correct distiller settings (Job options) can be provided by a sales representative or sales support staff member at your request or accessed online at www.adcentre.com.au (see Deadlines and Specs for Fairfax Community Newspapers)

PDF version 1.3 ICC compliant No
 Compatibility Acrobat 4 Colour model CMYK only

***Please note: Fully rasterised PDFs from or placed in any application are not acceptable due to extremely poor reproduction.

PDF files must be created with a PostScript application. The following applications are **NOT** PostScript compatible and are not suitable for creating PDFs for Fairfax: **Microsoft Word Microsoft PowerPoint Microsoft Publisher Microsoft Excel Adobe Photoshop**

Fonts & Type

We do not accept files with CID fonts - these occur when PDF files are created from Indesign. When creating your PDF file please use Acrobat Distiller with settings which can be obtained from your sales representative or sales support.

All fonts must be embedded.

Type that has been set outside the recommendations shown is likely to reproduce poorly. Fairfax will not accept any claim for compensation for poor type reproduction where these recommendations have not been met. Ads with type set outside Fairfax recommendations are accepted and run entirely at the advertisers risk.

Font embedding required	Yes
Font subsetting allowed	Yes
Recommended point size for coloured type	8pt
Recommended weight for coloured type	Bold
Recommended plates allowed for coloured type	3
Recommended point size for reversed type	12pt
Recommended weight for reversed type	Bold
Recommended plates allowed for reversed type	3
Recommended minimum point size for single colour type	6pt

Images

Minimum resolution for images 150dpi
 Minimum resolution for black & white (single bit) images 600dpi
 Total ink weight 240%

Colour

All colour objects and images must be CMYK

NO RGB or Spot colours will be accepted

Pantone (PMS) colours must be converted to CMYK.

• Conversion of Spot and Pantone colour is achieved using the four colour printing process by combining varying percentages of process colours, comprising the CMYK (cyan, magenta, yellow and black).

DO NOT use registration black (C-100%, M-100%, Y-100%, K-100%)

• If you require a rich black we recommend using C-20%, K-100%

Every colour specified in every application used must be defined using the CMYK colour model.

- Process Colour is specified in percentages of CMYK-the primary colours (Cyan, Magenta, Yellow and Black). Four-colour process is achieved by over printing different proportions of two or more of the primary colours to produce a wide range of colours and tones.
- Screen ruling: 100LPI / 40LPC • Dot Structure: Round.
- Screen angles: Cyan 15°, Magenta 75°, Yellow 90°, Black 45°
- Print sequence: Cyan, Magenta, Yellow, Black.

Auto Ink Weight Management

Fairfax Media has state of the art ink weight adjustment software in place, any material supplied with ink weight exceeding the specified 240% limit will be automatically adjusted.

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:

- Freehand v9 – v10
- InDesign v1 – v5
- PageMaker v7 (Mac)
- PageMaker v7 (Windows)
- Illustrator v8 – v10
- PageMaker v6 – v6.5
- QuarkXPress v4

Step 2

Convert the EPS to PDF using Adobe Acrobat Distiller.

Job Options for Distiller can be downloaded here:

To download Windows Job Options, right-click on the link and select "Save target as".

To download Mac Job Options, Control-click on the link and select "Download link to disk".

Newspapers	Acrobat	Mac	Windows
Magazines	Acrobat	Mac	Windows

For more detailed specifications please refer to our website

www.adcentre.com.au

See Deadlines and Specs for Fairfax Community Newspapers NSW