

Preparing Artwork

The specifications below are provided to assist with the preparation and creation of PDF files for advertising use.

General Information

Deadlines

The **Asset** magazine is published on the last Friday of the month.

Material: Wednesday, 3 weeks prior to publication date

Material received after deadline is automatically viewed as out of specification

Contact Details

Contact and Proof Delivery Address

Advertising Production Unit,
Fairfax Media,
Level 3, 1 Darling Island Road,
Pyrmont NSW 2009
Phone: (02) 9282 3322
Email: adprodunit@fairfaxmedia.com.au

Mechanical Specifications

Page Specifications

Size	Type Area	Trim Size	Bleed Area	Size	Type Area	Trim Size	Bleed Area
Dble Pg Spread	244 x 410	275 x 440	285 x 450	1/2 Vertical With Bleed	260 x 89	275 x 104	285 x 114
Full Page	255 x 200	275 x 220	285 x 230	1/2 Vertical	252 x 92	n/a	n/a
Junior Page	165 x 126	n/a	n/a	1/3 Vertical With Bleed	260 x 56.5	275 x 71.5	285 x 81.5
1/2 Dble Spread	118 x 410	134 x 440	144 x 450	1/3 Vertical	252 x 60	n/a	n/a
1/2 Horizontal With Bleed	118 x 205	134 x 220	144 x 230	1/4 Horizontal	60 x 190	n/a	n/a
1/2 Horizontal	121 x 195	n/a	n/a	Dble Pg 1/4 Horizontal	60 x 410	n/a	n/a
1/3 Horizontal With Bleed	76 x 205	91 x 220	101 x 230	Sponsorship Strip	22 x 190	n/a	n/a
1/3 Horizontal	78 x 195	n/a	n/a	Dble Pg Sponsorship Strip	22 x 410	n/a	n/a
1/3 Dble Spread	75 x 410	91 x 440	101 x 450				

Asset Supplement Sizes found on the following page.

- Measurements are given in millimetres and are 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.
- For type area across the gutter, please allow minimum of 3mm clearance on each side of the spine.
- Perfect-bound issues require a wider gutter. Please allow a minimum of 6mm clearance on each side 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.
- Mechanical specifications are subject to change without notice. Please confirm with production.

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 our specifications

Effective as of August 2010. Fairfax Media Productions reserves the right to change the specifications without notice at any time.

Preparing Artwork

Mechanical Specifications *continued*

Asset Supplement Page Specifications

Size	Type Area	Trim Size	Bleed Area	Size	Type Area	Trim Size	Bleed Area
Full Page	225 x 160	255 x 190	265 x 200	1/4 Box	108 x 75	n/a	n/a
Dble Pg Spread	225 x 350	255 x 380	265 x 390	Junior Page	139 x 96	n/a	n/a
1/2 Horizontal	108 x 160	123 x 190	133 x 200	Strip	40 x 160	n/a	n/a
1/2 Dble Spread	108 x 350	123 x 380	133 x 390	Dble Pg Spread Strip	40 x 350	n/a	n/a
1/3 Horizontal	68 x 160	83 x 190	93 x 200	Sponsorship Strip	22 x 160	n/a	n/a
1/3 Dble Spread	68 x 350	83 x 380	93 x 390	Dble Pg Spread Sponsorship Strip	22 x 350	n/a	n/a
1/2 Vertical	225 x 75	255 x 90	265 x 100				
1/3 Vertical	225 x 43	255 x 58	265 x 68				

Delivery Requirements

Asset Magazine only accepts material that is submitted via Quickcut or Websend. All advertisements submitted will be converted to PDF files using the guidelines created by 3DAP.

These guidelines are published at the web site www.3dap.com.au

For more information, please contact

Quickcut on 1800 230 302; www.quickcut.com.au or

Websend on 1300 798 949; www.websend.com.au

The delivery and receipt of advertising material via Quickcut and Websend is an automated workflow. As a result material instructions are not able to be viewed and should be communicated to your sales contact. Advertising Production will 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.

Storage & 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.

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 Production Unit on (02) 9282 3322, or your account manager to obtain the booking number for your creative.

Print Specifications

Iso Category		Paper Type 1
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

Fairfax Media will only accept 3DAPv3 compliant proofs with colour bars and trim marks. 3DAPv3 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 printed result varies from what the client has approved. To produce adequate digital proofs we require 3DAPv3 approved digital proofs (see www.3dap.com.au)

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Technical Reproduction Guidelines

Colour Guidelines

Spot Colour

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

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.

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.

Process Colour

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

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	3%	2%	2%	0%
Midtones	Allow for up to 15-20% dot gain			
Shadow	Range from 280-340% for cover stock			

Total Saturation

The total saturation for process colour material should range from 280-300%. This helps compensate for dot gain and allows for maximum shadow detail with minimum ink set-off.

Saturation exceeding 300% 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.

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 300%. 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 **10pt**.
- Type with serifs or screens, reversed out of a four colour image or colour, should be **10pt 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.