

SMART INVESTOR PAGE SPECIFICATIONS

PAGE SPECIFICATIONS			
Size	Type Area	Trim Size	Bleed Area
Double Page Spread	244 x 410mm	275 x 440mm	285 x 450mm
Full Page	244 x 190mm	275 x 220mm	285 x 230mm
1/2 Page Horizontal	118 x 190mm	134 x 220mm	144 x 230mm
1/2 Page Double Spread	118 x 410mm	134 x 440mm	144 x 450mm
1/3 Page Horizontal	75 x 190mm	91 x 220mm	101 x 230mm
1/3 Page Double Spread	75 x 410mm	91 x 440mm	101 x 450mm
1/2 Page Vertical	244 x 89mm	275 x 104mm	285 x 114mm
1/3 Page Vertical	244 x 56.5mm	275 x 71.5mm	285 x 81.5mm
1/4 Page Horizontal	60 x 190mm		
Double Page 1/4 Horizontal	60 x 410mm		
Sponsorship Strip	22 x 190mm		
Double Page Sponsorship Strip	22 x 410mm		
Table Strip	14 x 190mm		

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 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.



FULL PAGE



HALF PAGE HORIZONTAL



THIRD PAGE HORIZONTAL



QUARTER PAGE STRIP



SPONSORED STRIP



HALF PAGE VERTICAL



THIRD PAGE VERTICAL



TABLE STRIP

SMART INVESTOR TECHNICAL SPECIFICATIONS

DELIVERY REQUIREMENTS

Smart Investor 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.

PRINTING HIGHLIGHTS

	Cyan	Magenta	Yellow	Black
First printing highlight	3%	2%	2%	0%
Midtones	Allow for up to 15-20% dot gain			
Shadow	Range from 280-310%			

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.