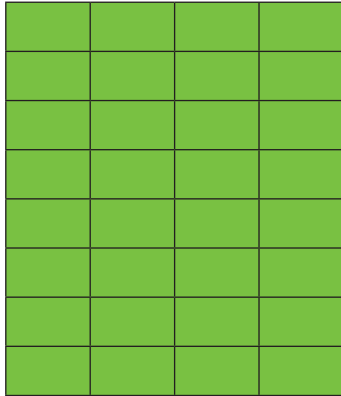


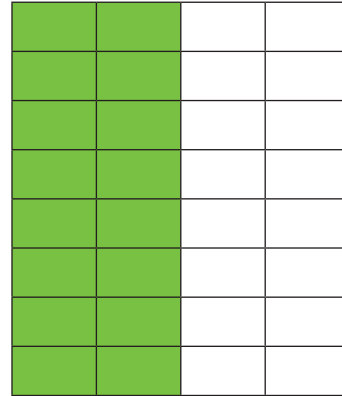
Weekly Advertising sizes

FULL PAGE - M84



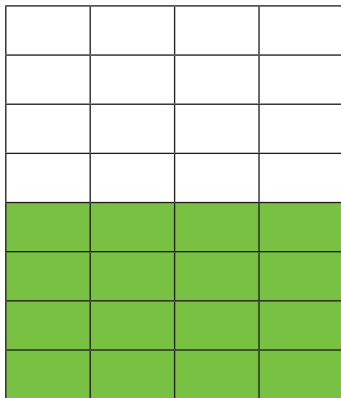
293mm high x 261mm wide
Bleed 320mm high x 290mm wide

HALF PAGE VERTICAL - M82



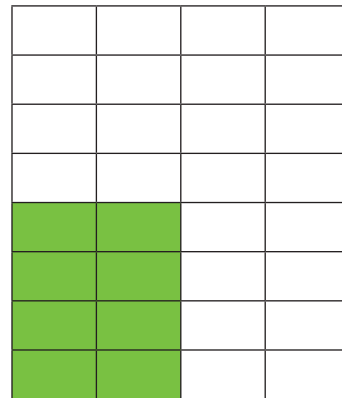
293mm high x 129mm wide

HALF PAGE HORIZONTAL - M44



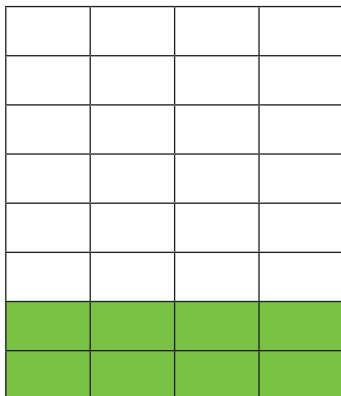
146mm high x 261mm wide

QUARTER PAGE VERTICAL - M42



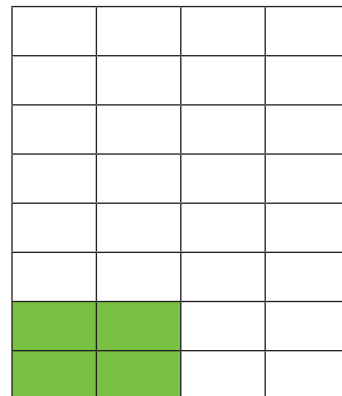
146mm high x 129mm wide

QUARTER PAGE HORIZONTAL - M24



73mm high x 261mm wide

EIGHTH PAGE - M22



73mm high x 129mm wide

Fairfax publishing specifications and technical information for Weekly and Age publications

If you have any questions regarding material specifications please contact the Fairfax Production Support team on 1300 666 326.

At a Glance

- Ensure all images are high resolution – minimum 200dpi.
- CMYK total ink percentage must be no more than 300% for Weekly publications.
- CMYK total ink percentage must be no more than 240% for The Age.
- PDFs made from Word, Excel, Publisher or PowerPoint are not accepted.
- Page size set to the actual size of the final advertisement. Bleed and registration marks are not required.
- All logos used should be either single bitmap or vector artwork.
- CMYK colour mode only. Pantone or RGB colour modes are not accepted.
- Convert all spot colours to CMYK.
- PDF files must be generated by converting an EPS file using Adobe Acrobat Distiller.

Creating your PDF

- We ONLY accept press ready, high resolution PDF files.
- We recommend saving the file as an EPS out of your native program such as Indesign, Quark Express, Illustrator or Freehand and then using Acrobat Distiller to create the PDF. PDF distiller joboptions settings can be downloaded from www.adcentre.com.au or by contacting the Fairfax Production Support team on 1300 666 326.
- PDFs generated from Office packages such as Word, Excel, Publisher or PowerPoint are not accepted.

Fonts & Type

- We do not recommend reversing text out of four colour images.
- Minimum type sizes:
 - SINGLE solid colour: 6pt
 - COLOURED type on a white background using two or three colour plates: 8pt
 - COLOURED type on a white background using three colour plates: 12pt
 - REVERSED type out of one colour plates: 8pt
 - REVERSED type out of three colour plates: 12pt san serif bold

Material Delivery

We accept files that have been supplied via the following material delivery methods.

AdOnline

AdOnline is the integrated Fairfax booking, delivery and tracking system available exclusively and **free** of charge to Fairfax clients. Clients are invited to contact the AdOnline Support team on 1300 666 599 to set up their own account. AdOnline accounts take approximately 48 hours to create. Over the phone support and training is provided.

AdStream

A digital material delivery service that provides software to assist with PDF validation and can arrange delivery of your ad on a fee-for-service basis to most newspapers and magazines in Australia. More information is available at www.adstream.com

Digital Ads International

A digital delivery service that validates PDF files and arranges immediate delivery to most newspapers and magazines on a fee-for-service basis. More information is available at www.digitalads.com.au

Adsend

A digital delivery service that validates PDF files and arranges immediate delivery to most newspapers and magazines in Australia on a fee-for-service basis. More information is available at www.adsend.com.au

Please refer to our website www.adcentre.com.au for more detailed specifications.