

CFO

FINANCIAL REVIEW

2010

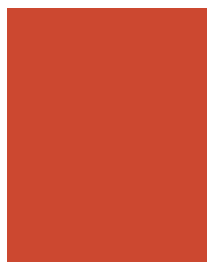
MECHANICAL

SPECS

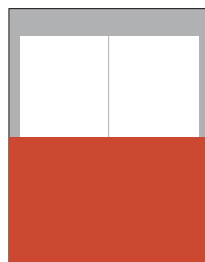
AD SIZE SPECS

SIZE	TYPE AREA (DXW)	TRIM SIZE (DXW)	BLEED SIZE (DXW)
FULL PAGE	265 x 210	275 x 220	285 x 230
DOUBLE PAGE SPREAD	265 x 430	275 x 440	285 x 450
1/2 PAGE HORIZONTAL	121 x 195	134 x 220	139 x 230
1/2 PAGE DOUBLE SPREAD	121 x 410	134 x 440	139 x 450
1/3 PAGE HORIZONTAL	78 x 195	91 x 220	96 x 230
1/3 PAGE VERTICAL	252 x 60	275 x 75	285 x 80
1/4 PAGE HORIZONTAL	60 x 195	60 x 195	60 x 195
SPONSORSHIP STRIP	22 x 195	22 x 195	22 x 195
40MM SINGLE STRIP	40 x 195	40 x 195	40 x 195
40MM DOUBLE STRIP	40 x 410	40 x 410	40 x 410

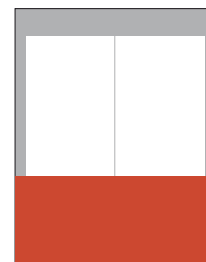
* Please see notes below regarding special requirements for advertisements covering double page spreads.



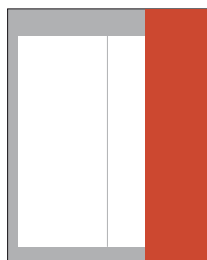
FULL PAGE



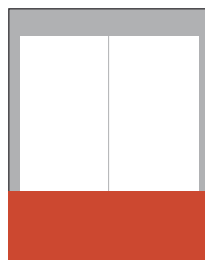
HALF PAGE HORIZONTAL



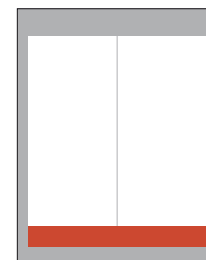
THIRD PAGE HORIZONTAL



THIRD PAGE VERTICAL



QUARTER PAGE HORIZONTAL



SPONSORSHIP STRIP

- Measurements are given as depth x width (mm).
- All live copy must be kept within the type area; this includes all text, keylines and keycodes. We accept no responsibility for any type that falls outside of this area.
- Type Area Only specs on 1/4 page horizontal and sponsorship strip ads are designed to sit within the type area of the whole page.
- 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 less than 3mm 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.

MECHANICAL SPECS FOR CFO MAGAZINE

DELIVERY REQUIREMENTS

CFO Magazine only accepts material that is submitted as PDF via Quickcut. When ads are received via Quickcut 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 ad by Quickcut. One of these fields is the booking number. Please contact the Advertising Co-ordinator or Account Manager to obtain the booking number for your creative.

STORAGE AND REPEATS

Fairfax 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.

PRINT SPECIFICATIONS

Process Four colour process
Screen ruling: 133lpi
Dot structure: Round
Print Sequence: Black, Cyan, Magenta, Yellow
Screen angles: Cyan 15 degrees, Magenta 45 degrees, Yellow 90 degrees, Black 75 degrees

PROOFS

Proofs should provide an accurate representation of the intended print result and are necessary for us to ensure colour accuracy on press. For this reason, Fairfax will only accept 3DAP compliant proofs with colour bars and trim marks. If you choose not to supply a digital proof, Fairfax cannot be held responsible if the printer result varies from what the client has approved. To produce adequate digital proofs we require 3DAP approved digital proofs (see www.3dap.com.au)

FOR FURTHER INFORMATION CONTACT

Magazine Operations
Fairfax Media
Level 3, 1 Darling Island Rd,
PYRMONT NSW 2009
Ph: (02) 9282 3322
Email: adprodunit@fairfaxmedia.com.au

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 the Fairfax specifications.

ARTWORK GUIDELINES

SPOT COLOUR

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

PROCESS COLOUR

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

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.

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	4%	3%	3%	0%
Midtones	Allow for up to 15-20% dot gain			
Shadow	Range from 290-310%			

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.

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 310%. 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 12pt.
- Type with serifs or screens, reversed out of a four colour image or colour, should be 12pt 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.

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