

WAIKATO BUSINESS NEWS

DESIGN SPECS

ONLY THE FOLLOWING FILES ARE ACCEPTED:

- **CMYK PDF format with a minimum of 300 dpi.**
- All **fonts must be embedded** or converted to curves (paths).
- The file must not contain any pantone spot colours.
- All spot colours must be converted to CMYK values before the advertisement is exported to a CMYK PDF.

FILE SPECIFICATIONS

- No Word document containing images and text will be accepted as final material.
- All adverts with bleed (5mm) **must have crop marks.**

TEXT COLOUR

Please note that if you convert an advertisement created in RGB containing black text to CMYK, it will result in RGB black text. i.e. 4-colour black type. This is unsuitable for newspaper printing and will result in a

blurry and unclear image. We will only accept files where black text is **K = 100%**

IMAGE SPECIFICATIONS

- Only images in the following formats may be used in advertisements:
.tif or .eps (jpegs must be converted to .tif)
- Images must be converted to CMYK for full colour printing, or GREYSCALE for black and white. All images must have a minimum resolution of 300dpi.
- Colour: **Always use CMYK - not RGB.**
- Text: Please supply all text copy in Word format if we are to create the advertisement, and not in EXCEL.

COLOUR MATCHING

We require specific Pantone details where colour accuracy is required and a high resolution colour proof should be supplied based on the above specifications. We will endeavour to match the proof as closely as possible. Colour setting file (CSF) available on request.

POPULAR ADVERT SIZES

<p>FRONT PAGE SOLUS</p> <p>H 90 mm x W 275 mm + 5mm bleed & crop marks</p>	<p>FULL PAGE BLEED</p> <p>H 410 mm x W 275 mm + 5mm bleed & crop marks</p>	<p>FULL PAGE</p> <p>H 386 mm x W 256 mm</p>	<p>1/2 HORIZONTAL</p> <p>H 191 mm x W 256 mm</p>	<p>1/2 VERTICAL</p> <p>H 386 mm x W 126 mm</p>
<p>1/4 VERTICAL</p> <p>H 191 mm x W 126 mm</p>	<p>1/4 HORIZONTAL</p> <p>H 95.5 mm x W 256 mm</p>	<p>1/8 HORIZONTAL</p> <p>H 95.5 mm x W 126 mm</p>		

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