

# Newspaper technical specifications.

## Creating your PDF.

Print ready advertisements for publication must be supplied in PDF file format — version 1.3. PDF files higher than version 1.3 are not supported.

- PDF files must be created with a PostScript compatible application such as InDesign, Illustrator or QuarkXPress.
- PDFs created from Word, Excel, Publisher, Powerpoint or Adobe Photoshop are NOT acceptable. Adobe Photoshop should be used for image manipulation only.
- Advertisements must be supplied as separate, single page PDFs.
- When preparing your advertisement, please ensure that your artwork is the same as the booking size. Registration and trim marks are not required.

General	
PDF version	<b>1.3</b>
Postscript level	<b>3</b>
ICC compliant	<b>Your choice</b>
Colour model	<b>CMYK only</b>

Images	
Format/file type	<b>eps, .tif or .jpg</b>
Minimum resolution for colour images at published size	<b>150dpi</b>
Minimum resolution for greyscale images at published size	<b>150dpi</b>
Minimum resolution for black & white (single bit) images	<b>600dpi</b>
Maximum ink weight	<b>240%</b>
Embedded ICC profiles	<b>No</b>
Spot colours	<b>No</b>
Extra channels, transfer curves, or compress	<b>No</b>

Fonts and type	
Font embedding required	<b>Yes</b>
Font subsetting allowed	<b>Yes</b>
Minimum point size for colour type	<b>12pt</b>
Minimum weight for colour type	<b>Bold</b>
Maximum plates allowed for colour type	<b>3</b>
Minimum point size for reversed coloured type	<b>12pt</b>
Minimum weight for reversed colour type	<b>Bold</b>
Maximum plates allowed for reversed colour type	<b>3</b>
Minimum point size for single colour type (100% C, M, Y or K)	<b>6pt</b>
Minimum point size for reversed single colour type (100% C, M, Y or K)	<b>7.5pt</b>
Minimum weight for reversed single colour type	<b>Bold</b>

