

APN New Zealand National Publishing Technical specifications

Delivery

- Pagestore (Quickcut).
- Email. Only one attachment per email. Confirm email address with sales representative.
- No compensation or responsibility will be assumed by APN if material is delivered beyond published deadlines.
- Always make allowance for file transmission or delivery times.

Acceptable formats and media

- **Adobe Acrobat PDF files.**
Files should be exported as an EPS, and PDF created with Adobe Acrobat Distiller. Version 1.4 (Acrobat 5.0) or below. Do not export directly to PDF from Adobe CS InDesign or Illustrator. Do not use Object Level Compression in Acrobat 6.0. All transparency must be flattened for print. Do not supply multiple page PDFs.
- **CD - one advert per disk. PC or Mac formatted.**
- **Hard copy proof is to be supplied with material supplied on disk and CD.**

Press ready

- Adverts will not be changed by APN.
- All adverts supplied press ready will be assumed correct to APN published specifications.
- Clear reproduction of supplied advertising will rely on the correct production specifications being followed.
- Incorrectly sized material may be scaled to fit the booked space.
- No compensation or responsibility will be assumed by APN if material supplied does not conform to specifications.

Original Size

In some sections, production processes may cause the original size to vary slightly in the interests of quality but adverts will be charged at the original size.

Fonts

- The supply of fonts with jobs is illegal.
- APN does not accept supplied fonts under any circumstances.
- All fonts must be completely embedded in the files delivered.
- Do not subset fonts.
- APN recommends the use of either: Adobe Acrobat - or - QuickPrint from Quickcut NZ (09) 524 1309
- Alternatively text can be converted to paths in Illustrator or Freehand.
- Fonts that are not embedded may be substituted with default fonts.
- APN takes no responsibility for fonts which default when not embedded.
- Use only Type 1 Postscript fonts.
- The use of other font types may produce unexpected results.

Type specifications

- Text reversed in multi-coloured work should not be below 12pt sans serif.
- Avoid 4-colour type, it will not reproduce well.
- Small reversed type with fine serifs should be avoided at all times.
- Minimum size should be 8 points in a bold face, sans serif.

Overprinting

Objects not intended to overprint are to be set at 99% or less of solid colour.

Registration

Variations in registration will happen from time to time when printing on a high speed newspaper press, this should be considered when designing your ad.

Process colour

Cyan (C) Magenta (M) Yellow (Y) Black (K)

Dot

- Dot gain is 30% in the 50% dot area.
- Anything greater than 80% will print solid.
- Max of 75% in shadow.
- Highlights set at 5% with 0% for catchlights.
- Single solid colours not intended to print solid are not to exceed 75%.

Ink density

- Total ink coverage of 220% max.
- Black ink limit is 95%.
- A solid black should only have one other colour running at no more than 75%.

Resolutions

- Mono 1200 dpi. • Contone 200-250 dpi.

Mono

- All mono work should be represented as true mono, or greyscale.
- Laser proofs not acceptable for scanning as press ready copy.

Colour conversion

Grey component Replacement (GCR) is used.

Contact

- For support on press ready advertisements, phone the Preflight Department on 0800 373 644 #5.
- For general production enquiries phone 0800 373 644 #1.

Client checks

- Job area to match booked size.
- Ensure that no important elements of your material extend beyond the live art area as trimming variations may occur.
- All discs to be scanned for viruses.
- Please proof the material from the final files to check for corrupt files.
- Contact numbers (business and after hours) are supplied.
- All electronic files contain a screen preview.
- No embedded colour profiles.
- Clear instructions are to be supplied.
- All elements are to be clearly identified with the associated job, with publication dates & relevant information.
- Key numbers and file names should be concise and unique for each booking.
- Email subject headings must contain client name, publication, run date and advertisement size.
- Replacement material should be clearly marked with a unique key number and file name.