

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.

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. Do not supply multiple page PDFs.

• EPS files.

All fonts embedded. All graphics embedded. Level 1 or 2 Postscript only.

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.
- Digital proofs will only be used as a basic guide.
- 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.

Overprinting

When using 100% black to blockout pics and backgrounds etc, please use 50-60% cyan and 1 or 2% magenta and yellow in the mix. This enables the rip to knock out all colours behind the black. Otherwise the rip prints the black on overprint.

Resolutions

- Mono 1200 dpi.
- Contone 300 dpi.

Ink density

- Total ink coverage of 300% max.
- A solid black should only have one other colour running at no more than 75%.

Process colour

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

Colour conversion

Under colour removal (UCR) is used.

Mono

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

Type specifications

- Text reversed in multi-coloured work should not be below 12pt sans serif.
- Avoid 4-colour type, it will not reproduce well.
- For large reversed type, maximise the contrast between the type and the image. The key colour should carry the shape of the reverse and the undercolours should be spread to reduce press register problems.
- Small reversed type with fine serifs should be avoided at all times.
- Minimum size 8 point bold, sans serif.

Fonts

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- APN does not accept supplied fonts under any circumstances.
- All fonts must be embedded in the files delivered. Do not subset fonts.
- Alternatively text can be converted to paths
- 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.

Delivery

- Pagestore (Quickcut).
- AdVantage (For set up information on AdVantage please contact Sam Hockey on ph: 373 6400 ext 6012).
- Email. Only one attachment per email. Confirm email address with Account Manager.

Late delivery

- 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.

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.

Contact

- For support on press ready advertisements, phone the Preflight Department on (09) 373-6454.