

The New Zealand Herald

Mechanical Specs – Four page wraps

Publication Format

- Broadsheet
- Full colour
- Hi Brite 70gsm paper

Size (depth x Width, mm)	Image Area
Front Page (space allowed for Masthead)	510 mm x 380 mm
Panorama (pages 2 and 3)	550 mm x 780 mm
Back Page (Full page)	550 mm x 380 mm

Technical Specifications

- Preferred method of material delivery is via email as the following file formats:
 - EPS (Embedded/encapsulated postscript)
 - PDF (Portable document format) composite
- Fonts should be embedded in the file.
- Scan Resolution: 200 dpi for colour/greyscale
100 dpi for mono
- Anything greater than 80% will print solid. All material should compensate for a dot gain of 30% in a 50% dot area.
- Acrobat 6, with version 1.3 PDF or lower is required.
- Proofs should always be supplied and will be used as colour indicators only.

Trapping Issues

Any solid colour set to knockout an image or other colours, be supplied at 95% of that solid colour value instead of a solid 100% value (i.e. a 100% black knocking out of another colour or image needs to be supplied 95% black).

Total percentage of colour to be no higher than 220%.

Mandatories

The New Zealand Herald masthead must remain on the front cover and will be dropped in by production upon receipt of material supplied. The New Zealand Herald must approve all material prior to publication.

Contacts/Delivery Address for material on CD Rom:

Rachael Wilkins
Marketing Services Executive
Newspaper Sales & Marketing
Level 1, 46 Albert St, Auckland
rachael.wilkins@apn.co.nz
Ph: 09 373 6400 x 8856

Material Enquiries:
Advertising Production Team (09) 373-6446

The New Zealand Herald

Accepted disks:

- PC or Mac formatted
- Floppy (write protected) disks
- Zip disks
- Jazz disks
- CD-Rom Disks

Fonts

- All fonts are embedded or outlined
- Adobe Font Folio 8 used in-house; non-compliant fonts will be substituted

Ink Density

- Total ink coverage is 220% maximum
- Black ink limit is 95%
- Solid black has only one other colour running at 75%

Colour Conversion

- Grey Component Replacement (GCR) is used

Mono:

- Highlights are set at 5% with 0% for catchlight

'Editorial' type formats

- Wrap has a border around the entire page of copy
- Material contains the word 'Advertisement', bold and centred at the start of the copy, and is in 12pt or 14pt font
- All typefaces are in san serif type

Supply

- Job area matches wrap size
- Material is supplied within specified deadline
- Clear instructions supplied
- Hard copy colour proof supplied
- Replacement adverts to clearly contain 'R' at conclusion of key number
- Key number is alpha numeric, and less than 16 characters
- All supplied discs have been scanned for viruses
- Contact numbers (business and after hours) are supplied

For full technical specifications, please consult the APN New Zealand National Publishing Technical Specs (can be found on <http://www.soldonapn.co.nz>)