

Advertisement sizes (mm)

1/8 Page	=	85 x 60mm	
1/4 Page	=	85 x 129mm	
1/2 Page	=	180 x 129mm	
Full Page	=	180 x 267mm	
Covers	=	213 x 303mm	Includes bleed

Artwork

- Avoid type reversed out of 4 colours. Type reversed out of 2, 3 or 4 colours not to be less than 12 point, preferably a non serif face and bold.
- Wherever possible, let black type overprint on the background colour, do not make as knockout.
- If possible make colours 100% of each or 100% of one colour and a tint of one other.
- When choosing pictures for scanning do not pick high contrast originals. It is far better to increase contrast than decrease when scanning or manipulating in Photoshop.
- When retouching in Photoshop beware of what too much black ink can do – only use black to add a little contrast or highlight.
- Scan to the correct size, enlarging pictures in the advert or paper make-up programme can cause a bitmapped effect. Scanning too large and reducing in the advert/page make-up programme will only increase the file size of finished document.
- We output at 100 lines per inch screen ruling. Scanning pictures at 300 dpi is adequate. We accept no less than 175 dpi.
- It is not advisable to scan pictures from magazines. If you do, then use descreen and extra sharpness.

File Format

- All artwork is to be supplied as electronic media.
- Artwork Supplied must be supplied at 300dpi
- We prefer ads to be supplied as high resolution PDF files, but will accept JPEG or TIFF files at 300dpi.

NB: Please do not supply adverts made up in Microsoft Publisher. We will accept Microsoft Word documents but these will be treated as guides and will need to be reset by in-house production.

- Alternatively, artwork may be supplied on CD.

Web Advertising

JPEG - GIF - FLASH buttons are all accepted. Finished size is 86 x 136pixels and all buttons appear on the right hand side of the web pages. Left hand buttons are available on request.

- If you have any technical questions please contact our Production department at: production@nznewsuk.co.uk