

## Computerworld Ad Specs

### Mechanical Specifications – Display

**Booking Deadline: 12 days prior to publication**

**Material Deadline: 10 days prior to publication**

	DIMENSIONS
DPS	Image: 320 x 466 Trim: 340 x 486 Bleed: 350 x 496
Full page	Image: 320 x 223 Trim: 340 x 243 Bleed: 350 x 253
Half page	Horizontal Image: 157 x 223 Vertical Image: 292 x 108
Third page	Horizontal Image: 112 x 223
Quarter page	Horizontal Image: 80 x 223 Vertical Image: 292 x 51 Standard Image: 157 x 108
Page 3 strip	Image: 34 x 223

**All advertising to be supplied in PDF format to Fairfax Business Group's specifications.**

#### **Preferred delivery method (guaranteed\*)**

Fairfax Business Group recommends that advertising material be supplied via Quickcut. By using Quickcut you are assured that your ads will meet our specifications and be delivered right first time. If you're not already registered with Quickcut, give Dean Cudmore a call at ImageNet on +64-9-524 1309. Dean will answer any questions and help you get started with this latest development in the preparation and supply of PDF ads for print.

\*Faithful reproduction of Quickcut supplied file is guaranteed (3DAP compliant proof must also be supplied.)

#### **Other delivery methods (not guaranteed)**

Fairfax Business Group accepts PDF advertising supplied by other methods, eg on disk or via email, although the reproduction of advertising supplied in this way cannot be guaranteed.

For information on preparing PDF files for digital delivery, including a copy of our .joboptions file for distilling, please contact Linda Tran, phone +64 9 926 9121 or +64 9 909 6800, and email linda.tran@ffxbusinessgroup.co.nz.

Send PDFs to: production@fairfaxbm.co.nz. Please include the publication and issue date in the filename, eg Computerworld\_FEB\_Advertisersname.pdf

Some applications allow the user to export files directly to PDF format. We do not recommend the use of native PDF export from any DTP application.

Please ensure that your PDF has crop marks or registration marks displayed. Other acceptable file formats for Classified and Recruitment advertising are .EPS (with text converted to paths) and .TIF. All colour must be supplied as CMYK. To ensure colour accuracy, advertisers should supply a high-resolution digital proof with their PDF.