

theIndependent

A BUSINESSDAY PUBLICATION

AD COLUMN WIDTHS DISPLAY (ROP)

1	column	34 mm
2	columns	72 mm
3	columns	110 mm
4	columns	148 mm
5	columns	186 mm
6	columns	224 mm
7	columns	262 mm

Maximum depth 370 mm
DOUBLE PAGE SPREAD:
370 mm deep x 545 mm wide
DISPLAY FULL PAGE: (7 column)
370 mm deep x 262 mm wide

SPECIFICATIONS

- SWOP (Newsprint): Specifications for Web Offset publications
- Grey balance: C:1.00 M:1.00 Y:1.00 K:1.00
- Separation type: Use Dot Gain for grayscale images
- Total Ink Limit: GCR (under colour removal)
- Black Ink Limit: 230-240% (newsprint swop settings ok)
- UCA Amount: 80%
- Resolution: Photoshop images are to be: 10%
- Resolution: 200 dpi

CLIENT CHECKS

- **5mb files or less can be emailed** or if larger supplied on disc, via ftp or Quickcut Pagestore if larger.
- **Image ready** (ie, no cropping marks)
- **PDF files preferred**, high res images 200 dpi
- **All colour saved as CMYK**. (Please ensure all spot, RGB and Pantone colours have been converted to CMYK)
- Resolution for scanned images to be 200 dpi for CMYK and mono, 600 dpi for line art.
- Common faults with supplied files are **oversaturation (maximum 240%)** and **four colour black text**. Please ensure your file does not have these faults.
- Artwork and instructions can also be sent digitally via the web-based file delivery system
Quickcut Pagestore: <http://psol.quickcut.com.au>
 Contact Dave McCarthy on (09) 913 1479 or email: davem@quickcutadstream.co.nz

NB: Colour accuracy can only be achieved if clients supply a proof.

Please courier to: **the Independent Production, Level 2, 155 New North Road, Eden Terrace, Auckland by Friday, 5pm before deadline.**

Logos: Top of page sponsor logo size:**Within Briefs column size:**

34mm wide x 14mm deep

Logo to be supplied as line art (aka vector) in eps, ai or pdf format in CMYK image ready (ie no crop marks or bleed)

ADVERTISING DEADLINES

All bookings/cancellations:	12pm Wednesday (eight days prior to publication)
ROP material:	5pm Friday prior to publication
Feature material (and four page wrap):	5pm Thursday prior to publication

SEND ADVERTISING MATERIAL TO

Jemma Campbell: production@theindependent.co.nz

For queries regarding specifications please phone **Jemma on (09) 302 1311**