



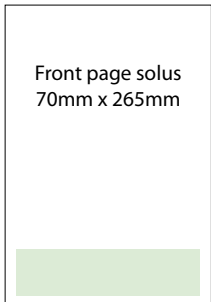
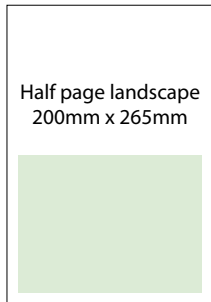
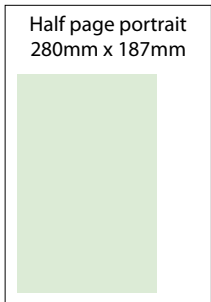
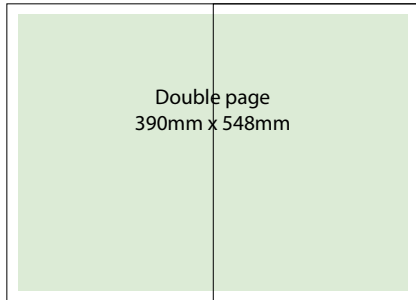
## 2011 Production Specs

Oct 2010



0800 85 25 80 [agrisales@nzx.com](mailto:agrisales@nzx.com)

[www.nzxagri.com](http://www.nzxagri.com)



► SPECIFICATIONS

Full page image size	390mm x 265mm
Double page image size	390mm x 548mm
Half page portrait	280mm x 187mm
Half page landscape	200mm x 265mm
Front page solus	70mm x 265mm

NB: Bleed not accepted for above

Full page gloss insert 390mm x 548mm

NB: Image area for each page is 390mm x 265mm

Half page gloss insert 190mm x 566mm

NB: Image area for each page is 180mm x 265mm

► DISPLAY ADVERTISING

Run of paper - 7 cols per page

Columns	1	2	3	4	5	6	7
(mm)	33	72	110	149	187	226	265

Classifieds - 8 cols per page

Columns	1	2	3	4	5	6	7	8
(mm)	30	63	97	130	164	197	231	265

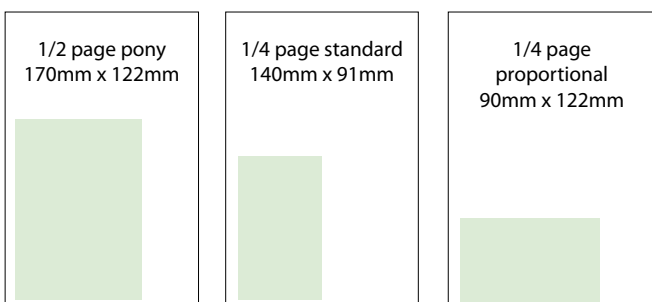
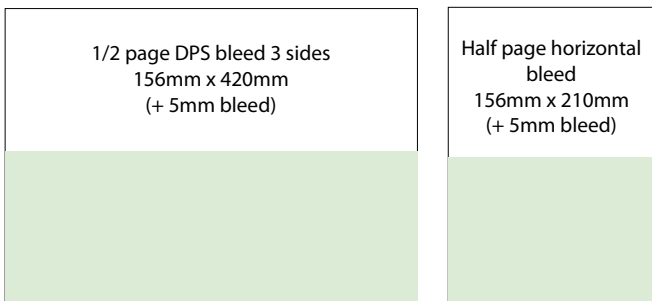
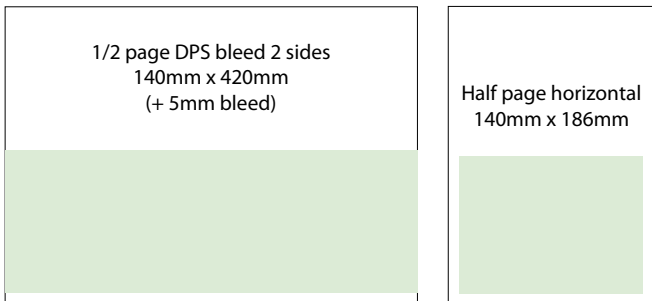
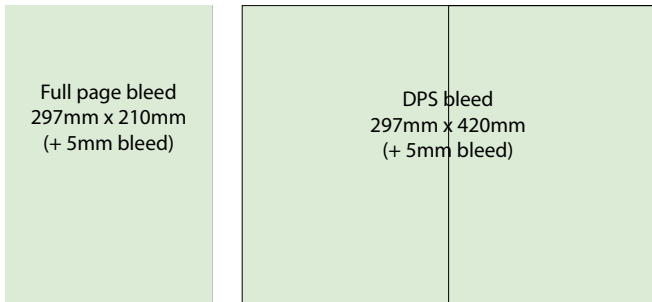
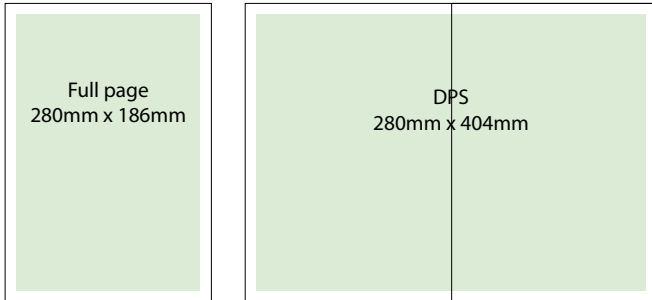
► REAL ESTATE

	depth x width
1/8 page	90mm x 130mm
1/4 page vertical	185mm x 130mm
1/4 page horizontal	90mm x 265mm
1/2 page	185mm x 265mm
Full page	390mm x 265mm

► PRODUCTION ENQUIRIES

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Production Manager

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## SPECIFICATIONS

	depth x width
Full page	280mm x 186mm
Full page bleed	297mm x 210 (+ 5mm bleed)
DPS	280mm x 404mm
DPS bleed	287mm x 420mm (+ 5mm bleed)
Double page pony	170mm x 276mm
1/2 page horizontal	140mm x 186mm
1/2 page horizontal bleed	156mm x 210mm (+ 5mm bleed)
1/2 page pony	170mm x 122mm
1/2 page DPS (bleed sides only)	140mm x 420mm (+ 5mm bleed)
1/2 page DPS (bleed 3 sides)	156mm x 420mm (+ 5mm bleed)
1/4 page standard	140mm x 91mm
1/4 page horizontal	70mm x 186mm
1/4 page horizontal (bleed 3 sides)	86mm x 210mm (+ 5mm bleed)
1/4 page proportional	90mm x 122mm
1/3 page	90mm x 186mm

## DISPLAY ADVERTISING

6 cols per page

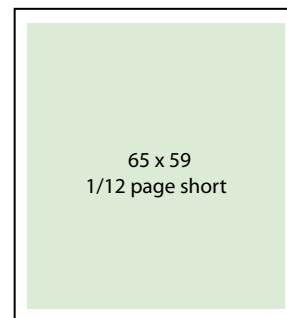
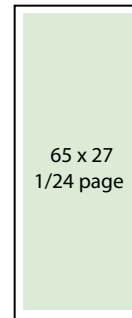
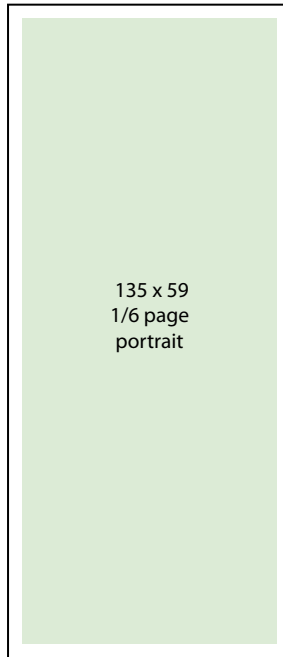
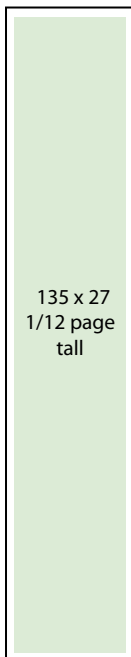
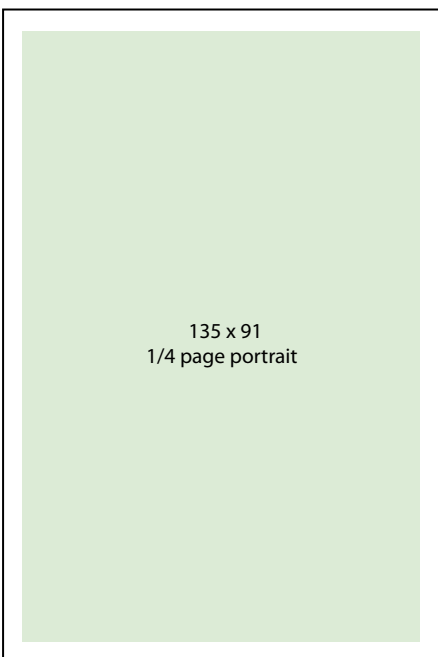
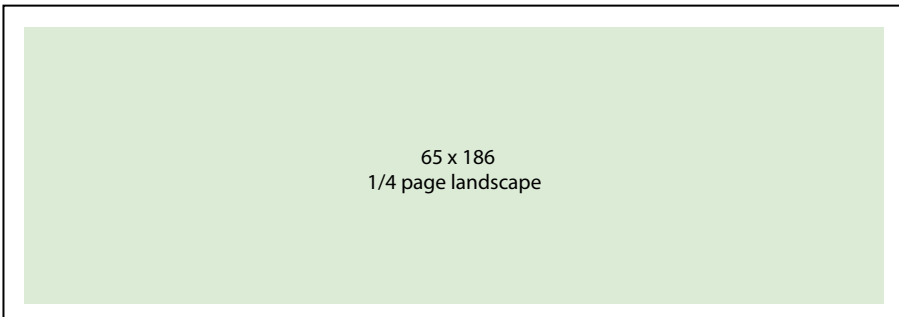
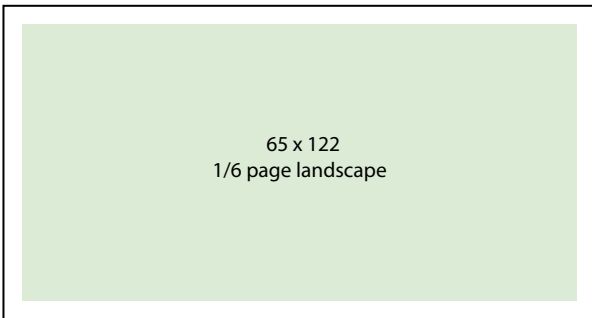
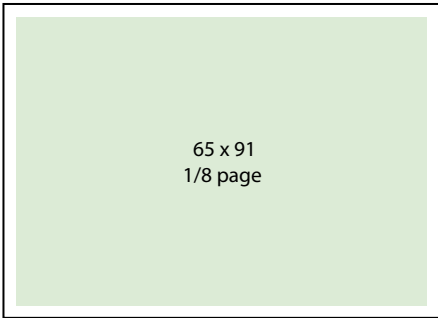
Columns	1	2	3	4	5	6
(mm)	27	59	91	122	154	186

## Additional notes

- Cropmarks and page information must be offset 5mm (outside bleed)
- Live type area is 16mm inside trim
- Gutter is 32mm
- Magazine is perfect bound

## PRODUCTION ENQUIRIES

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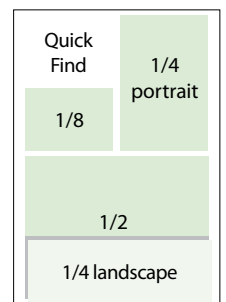
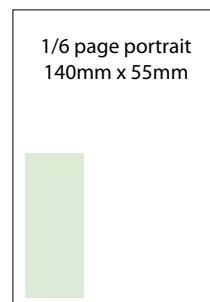
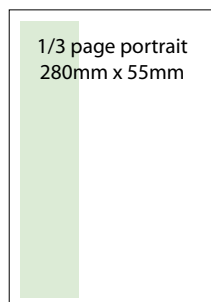
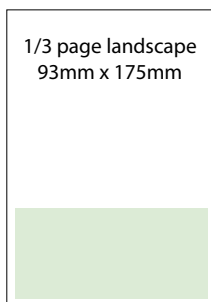
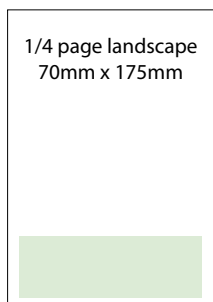
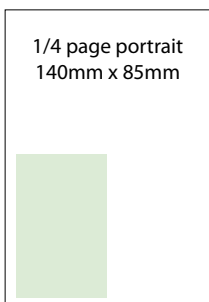
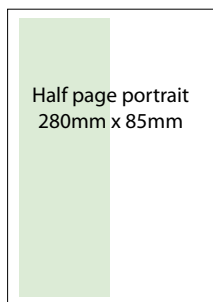
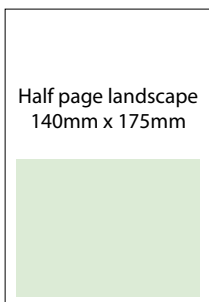
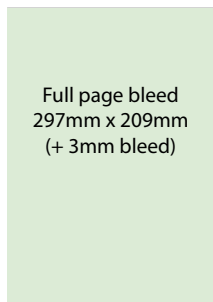
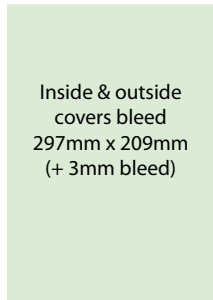
► SPECIFICATIONS

	depth x width
1/8 page	65mm x 91mm
1/6 page landscape	65mm x 122mm
1/6 page portrait	135mm x 59mm
1/12 page short	65mm x 59mm
1/12 page tall	135mm x 27mm
1/24 page	35mm x 27mm
1/4 page portrait	135mm x 91mm
1/4 page landscape	35mm x 186mm

► PRODUCTION ENQUIRIES

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Production Manager

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► SPECIFICATIONS

Inside & outside covers		depth x width
Inside & outside covers bleed		280mm x 190mm
		297mm x 209mm (+ 3mm bleed)
Full page		280mm x 190mm
Full page bleed		297mm x 209mm (+ 3mm bleed)
DPS		280mm x 400mm
DPS bleed		297mm x 420mm (+ 3mm bleed)
Half page DPS		140mm x 400mm
Half page DPS bleed		160mm x 420mm (+ 3mm bleed)
	Landscape	Portrait
1/2 page	140mm x 175mm	280mm x 85mm
1/4 page	70mm x 175mm	140mm x 85mm
1/3 page	93mm x 175mm	280mm x 55mm
1/6 page		140mm x 55mm

► QUICK FIND

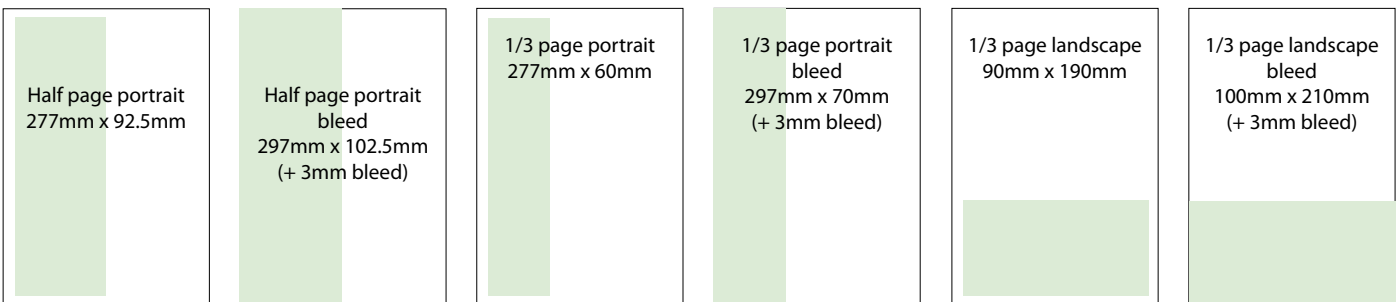
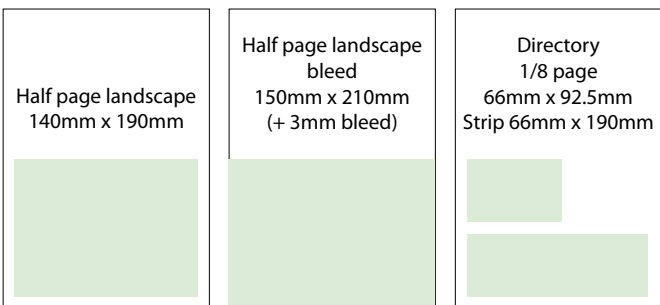
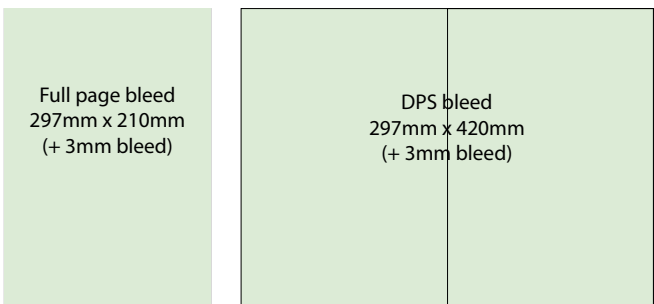
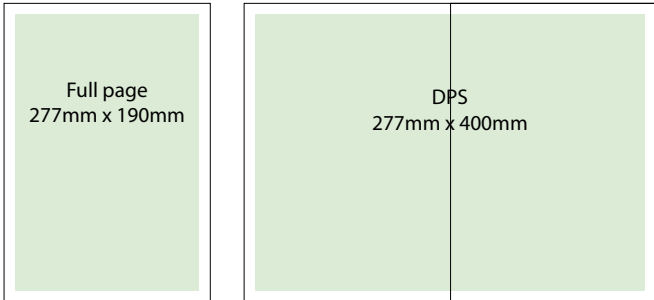
	depth x width
1/8 page	64mm x 94mm
1/4 page landscape	64mm x 190mm
1/4 page portrait	132mm x 94mm
1/2 page	132mm x 190mm

► PRODUCTION ENQUIRIES

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# YOUNG country



► SPECIFICATIONS

	depth x width
Full page	277mm x 190mm
Full page bleed	297mm x 210mm (+ 3mm bleed)
DPS	277mm x 400mm
DPS bleed	297mm x 420mm (+ 3mm bleed)
1/2 page landscape	140mm x 190mm
1/2 page landscape bleed	150mm x 210mm (+ 3mm bleed)
1/2 page portrait	277mm x 92.5mm
1/2 page portrait bleed	297mm x 102.5mm (+ 3mm bleed)
1/3 page portrait	277mm x 60mm
1/3 page portrait bleed	297mm x 70mm (+ 3mm bleed)
1/3 page landscape	90mm x 190mm
1/3 page landscape bleed	100mm x 210mm (+ 3mm bleed)
Directory 1/8 page	66mm x 92.5mm
Directory Strip	66mm x 190mm

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Production Manager

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# Website specs

## ▶ SIZE OPTIONS

Position - top of the page, 2 options:

Large Banner: 760px wide by 120px high

Skyscraper: 160px wide by 600px high

Position – right side of page

Rectangle: 300px wide by 250px high

Position – within page

## ▶ CONTENT SPECIFICATION

File types accepted: GIFs/JPGs, Flash and HTML.

Animation allowed: Yes.

Maximum file sizes: HTML code must be less than 3Kb. Two (2) images maximum; total file size of images must be less than 20k. Flash animations shall be less than 30Kb.

## ▶ HTML CREATIVE

All images must be referenced locally (not served from external servers.)

HTML forms must use the “GET” form action (not “POST”)

Click-throughs must be targeted to a new window (“\_blank”)

## ▶ FLASH CREATIVE

An alternative GIF or JPG must be supplied to serve to users who do not have the Flash plug-in.

The “ClickTAG” must be used in order to track click-throughs. (Hard-coded URLs must not be used.)

```
ClickTag: on (release) {  getURL(_level0.clickTAG;“_blank”); }
```

Note: have to tick the expression box

Click-through URL must be supplied. Click-throughs must be targeted to a new window (“\_blank”)

Flash must not contain any non-user-initiated audio.

Up to 4 additional streams may load upon User Click. Each additional stream may not exceed 60K

All creative will be reviewed and approved by NZX Agri prior to acceptance.

All creative must be sent to nicola at nicola.lang@nzx.com not directly to our website developer.

# Material specs

## ACCEPTABLE SOFTWARE

### Acrobat PDF (preferred option)

High resolution PDFs, preferably using our job options (PDF job options can be supplied to you) otherwise a PRESS OPTIMISED pdf. All links must be high resolution and fonts embedded.

### InDesign (up to version CS4)

All text must be converted to outlines and links embedded or supplied. All colour must be CMYK (no spot colours) and links saved as CMYK (not RGB) at 300dpi

### Illustrator (up to version CS4)

All text must be converted to curves. All files must be exported as an EPS with all links saved as tifs or jpgs.

### Photoshop (up to version CS4)

All supplied images must be saved as grayscale or CMYK and resolution must be at least 300dpi.

### Publisher/Powerpoint

These files are NOT suitable for supply prepared adverts and cannot be accepted.

### Word

Only suitable for supplying text to go within your advert.

Thank you for supplying digital material to our guidelines. Please also supply an accurate colour proof if possible.

## SUPPLY ELECTRONIC MATERIAL TO:

Email [production@nzx.com](mailto:production@nzx.com)

Page Store We also accept all camera-ready copy through Page Store

FTP Please contact us for our details

## PLEASE CONTACT US IF YOU REQUIRE MORE INFORMATION

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Direct Dial 06 323 0735

Email [iana.kieselbach@nzx.com](mailto:iana.kieselbach@nzx.com)

Fax 06 323 7101

Postal PO Box 529, Feilding 4740