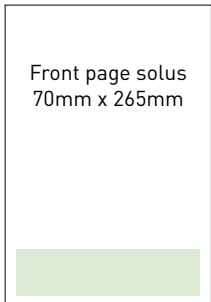
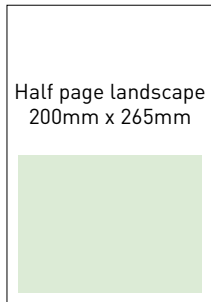
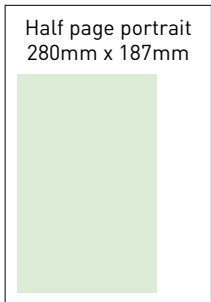
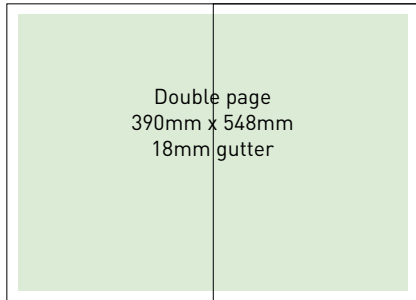




2011 Production Specs





► **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**

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

► **Additional notes**

Paper stock - 45 gsm Newsprint

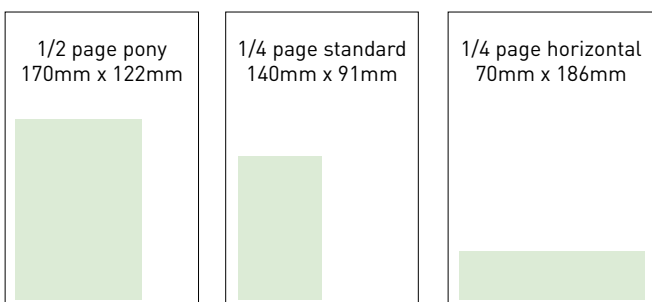
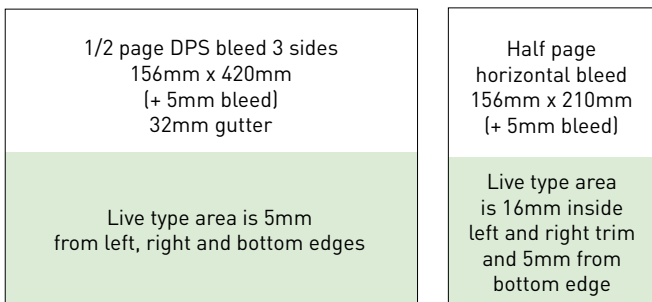
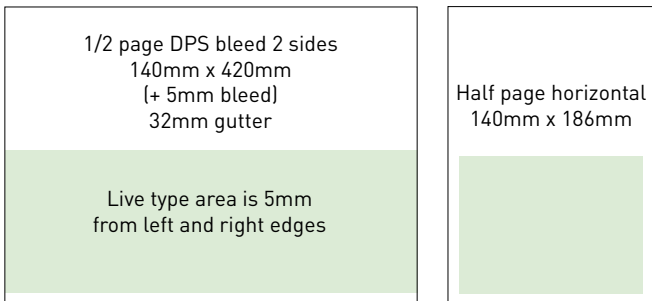
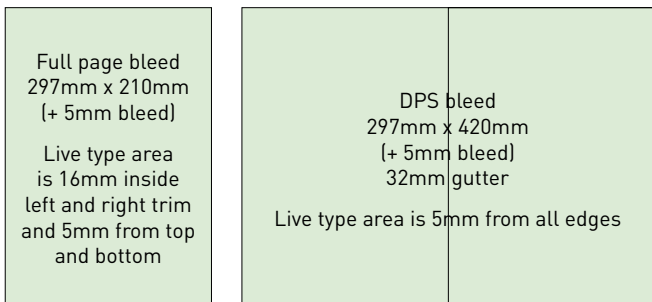
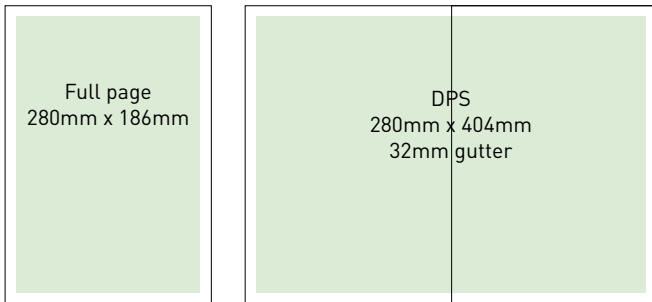
► **PRODUCTION ENQUIRIES**

Lana Kieselbach
Production Manager

Ph: 06 323 0735
production@nzx.com

CountryWide

NEW ZEALAND DairyExporter



SPECIFICATIONS

	depth x width
Full page	280mm x 186mm
Full page bleed	297mm x 210mm (+ 5mm bleed)
DPS	280mm x 404mm
DPS bleed	297mm x 420mm (+ 5mm bleed)
Double page pony	170mm x 276mm
2/3 page portrait	269mm x 122mm
2/3 page portrait bleed	297mm x 130mm (+ 5mm bleed)
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)
1/3 page portrait	269mm x 59mm
1/3 page portrait (bleed 3 sides)	297mm x 66mm (+ 5mm bleed)
1/4 page proportional	90mm x 122mm
1/3 page horizontal	90mm x 186mm
1/3 page horizontal bleed	106mm x 210mm (+ 5mm bleed)

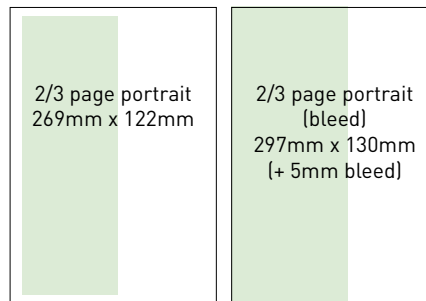
DISPLAY ADVERTISING

6 cols per page

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

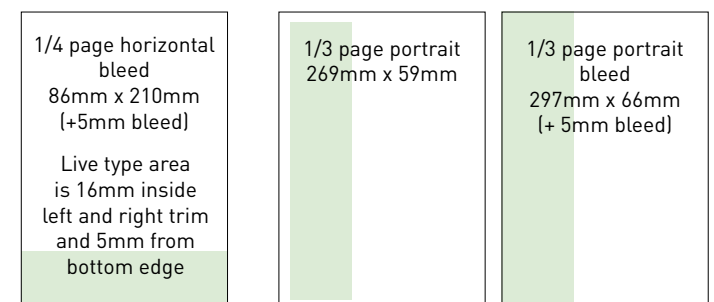
Additional notes

Cropmarks and page information must be offset 5mm (outside bleed). Magazine is perfect bound, so please be aware of the live type areas specified for display advertising.
Paper stock - Cover: 170 gsm Matt. Body: 82 gsm Matt



PRODUCTION ENQUIRIES

Lana Kieselbach
Production Manager
Ph: 06 323 0735
production@nzx.com

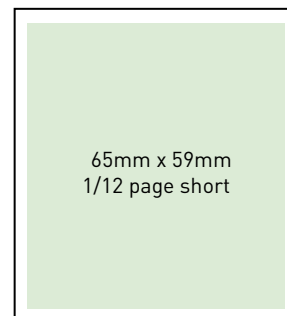
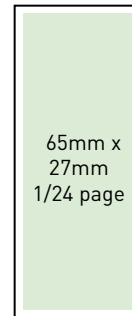
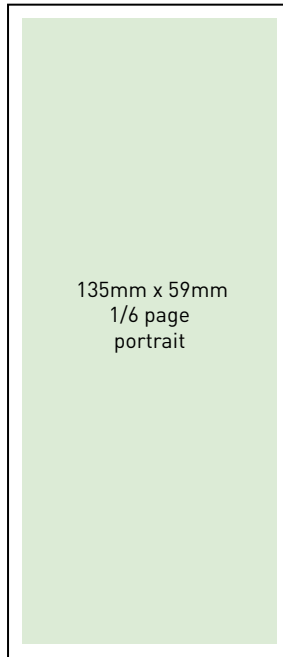
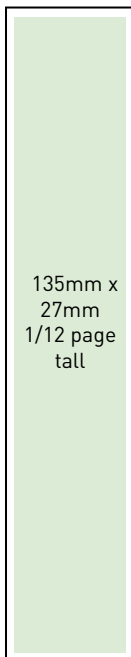
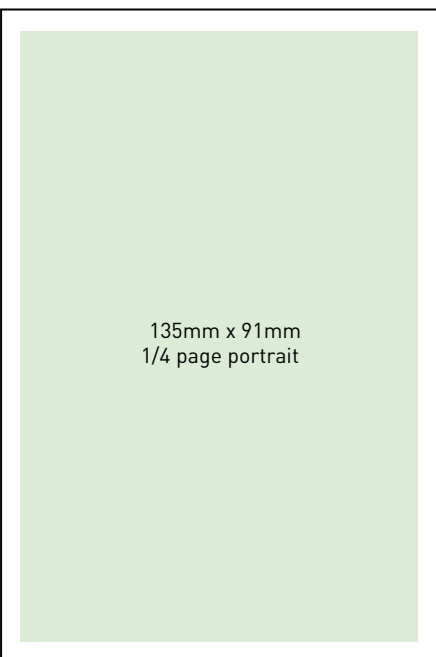
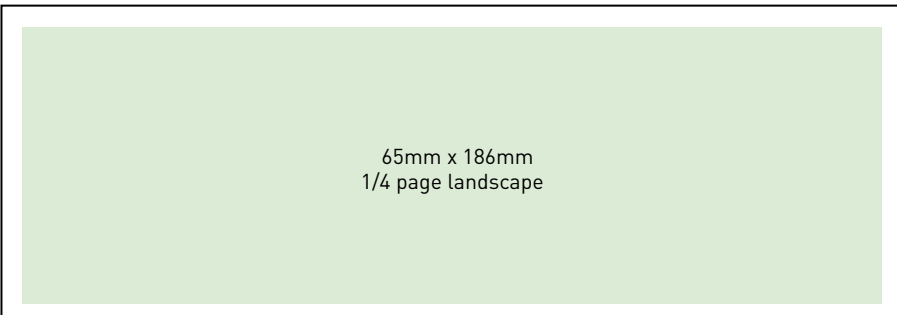
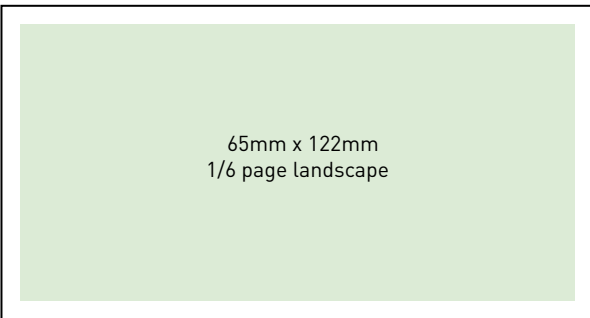
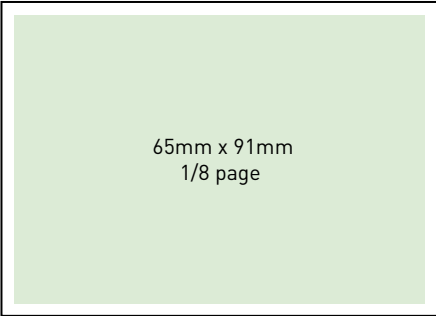


TOP Paddock

Country Wide

NEW ZEALAND
Dairy Exporter

**YOUNG
country**



► **SPECIFICATIONS**

- 1/8 page
- 1/6 page landscape
- 1/6 page portrait
- 1/12 page short
- 1/12 page tall
- 1/24 page
- 1/4 page portrait
- 1/4 page landscape

depth x width

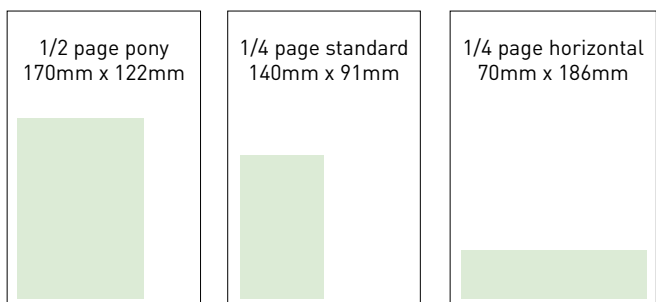
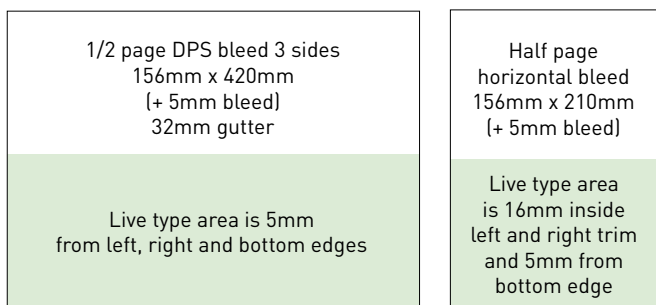
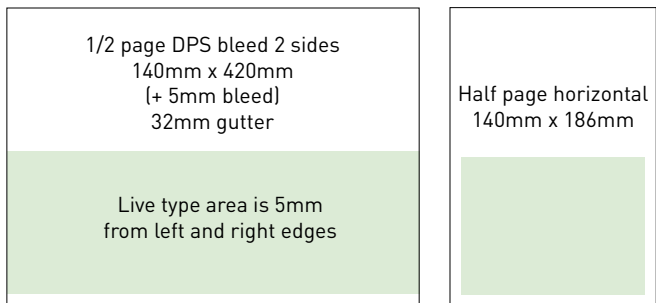
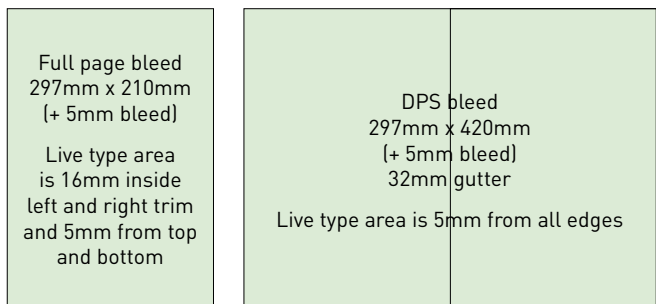
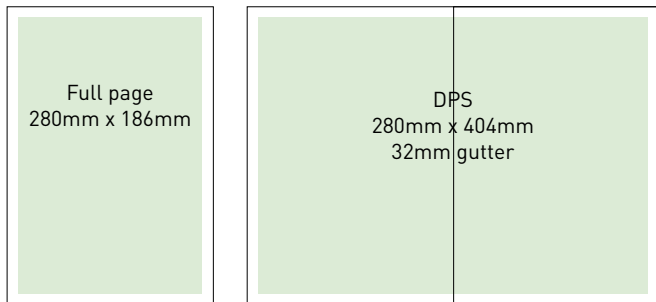
- 65mm x 91mm
- 65mm x 122mm
- 135mm x 59mm
- 65mm x 59mm
- 135mm x 27mm
- 65mm x 27mm
- 135mm x 91mm
- 65mm x 186mm

► **PRODUCTION ENQUIRIES**

Lana Kieselbach
Production Manager

Ph: 06 323 0735
production@nzx.com

Heartland Beef Heartland Sheep



SPECIFICATIONS

	depth x width
Full page	280mm x 186mm
Full page bleed	297mm x 210mm (+ 5mm bleed)
DPS	280mm x 404mm
DPS bleed	297mm x 420mm (+ 5mm bleed)
Double page pony	170mm x 276mm
2/3 page portrait	269mm x 122mm
2/3 page portrait bleed	297mm x 130mm (+ 5mm bleed)
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 portrait	269mm x 59mm
1/3 page portrait (bleed 3 sides)	297mm x 66mm (+ 5mm bleed)
1/3 page horizontal	90mm x 186mm
1/3 page horizontal bleed	106mm x 210mm (+ 5mm bleed)

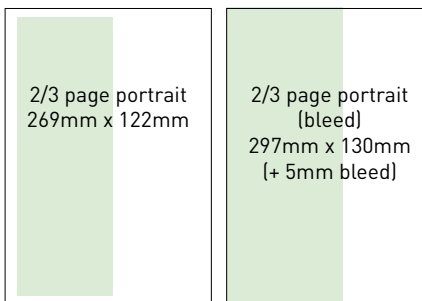
DISPLAY ADVERTISING

6 cols per page

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

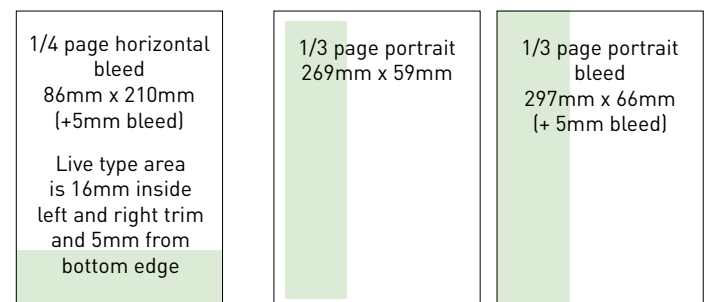
Additional notes

Cropmarks and page information must be offset 5mm (outside bleed)
Magazines are perfect bound
Paper stock - Cover: 170 gsm Matt. Body: 82 gsm Matt

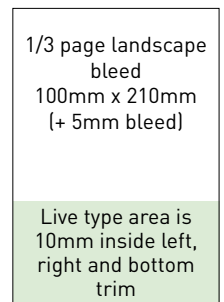
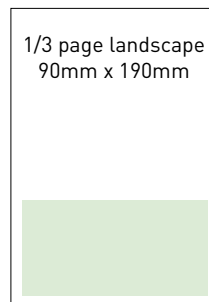
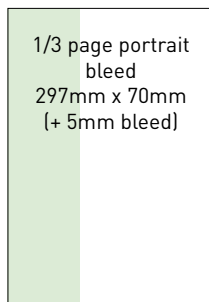
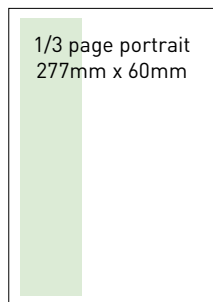
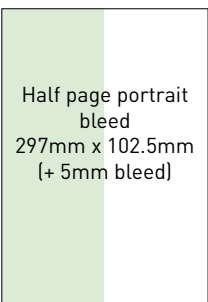
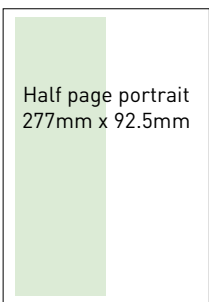
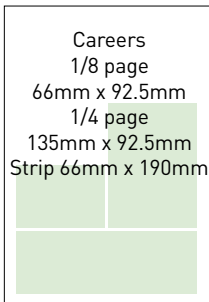
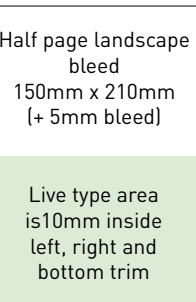
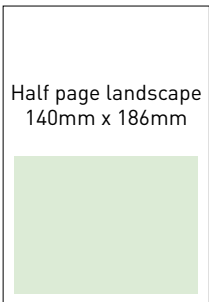
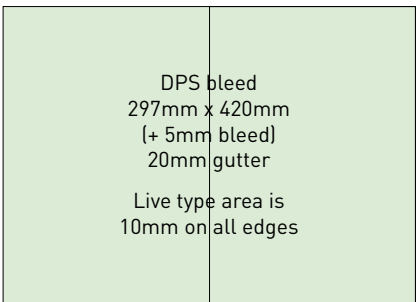
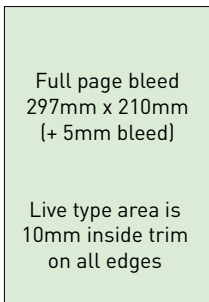
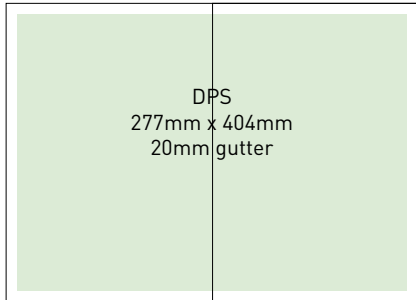


PRODUCTION ENQUIRIES

Lana Kieselbach
Production Manager
Ph: 06 323 0735
production@nzx.com



YOUNG country



SPECIFICATIONS

	depth x width
Full page	277mm x 186mm
Full page bleed	297mm x 210mm (+ 5mm bleed)
DPS	277mm x 404mm
DPS bleed	297mm x 420mm (+ 5mm bleed)
1/2 page landscape	140mm x 186mm
1/2 page landscape bleed	150mm x 210mm (+ 5mm bleed)
1/2 page portrait	277mm x 92.5mm
1/2 page portrait bleed	297mm x 102.5mm (+ 5mm bleed)
1/3 page portrait	277mm x 60mm
1/3 page portrait bleed	297mm x 70mm (+ 5mm bleed)
1/3 page landscape	90mm x 186mm
1/3 page landscape bleed	100mm x 210mm (+ 5mm bleed)
Careers 1/8 page	66mm x 92.5mm
Careers strip	66mm x 190mm
Careers 1/4 page standard	135mm x 92.5mm

Additional notes

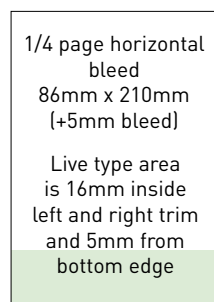
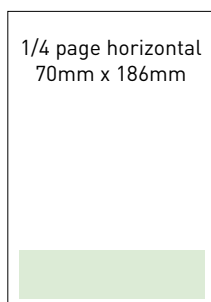
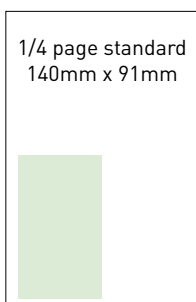
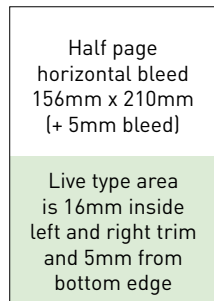
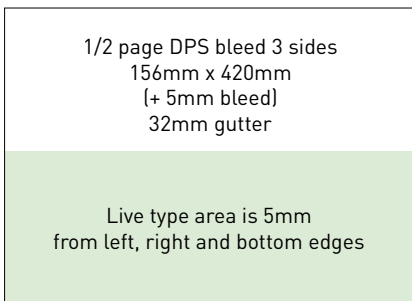
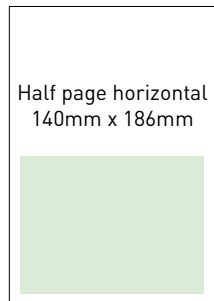
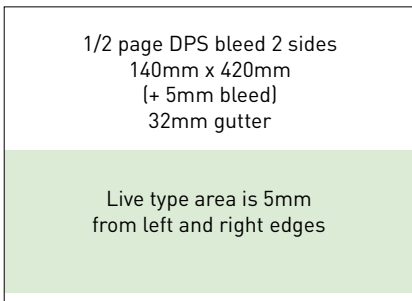
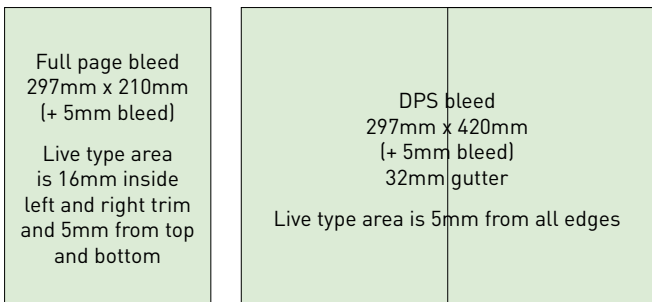
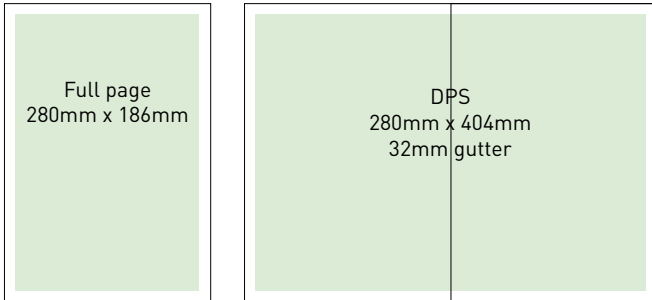
Cropmarks and page information must be offset 5mm (outside bleed)
Magazines is saddle stitched
Paper stock - Cover: 200 gsm Gloss. Text: 95 gsm Matt

PRODUCTION ENQUIRIES

Lana Kieselbach
Production Manager

Ph: 06 323 0735
production@nzx.com

VFM agrifind



SPECIFICATIONS

	depth x width
Full page	280mm x 186mm
Full page bleed	297mm x 210mm (+ 5mm bleed)
DPS	280mm x 404mm
DPS bleed	297mm x 420mm (+ 5mm bleed)
1/2 page horizontal	140mm x 186mm
1/2 page horizontal bleed	156mm x 210mm (+ 5mm bleed)
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)

DISPLAY ADVERTISING

6 cols per page

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

DIRECTORY ADVERTISING



To be created by NZX Agri in house design team. A word document template will be supplied with your booking confirmation. Please complete the fields in the template and choose a high quality image or logo (images should be 300dpi) and return to adcop@nzx.com

Additional notes

Cropmarks and page information must be offset 5mm (outside bleed). Magazines are perfect bound, so please be aware of the live type areas specified. Paper stock - Cover: 170 gsm Matt. Body: 82 gsm Matt

PRODUCTION ENQUIRIES

Courtney Turner
Advertising Co-ordinator

Ph: 06 323 0738
adcop@nzx.com

Website specs

► SIZE OPTIONS

Large Banner: 760px wide by 120px high
Position – top of page

Skyscraper: 160px wide by 600px high
Position – right side of 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-through (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 agrisales@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 CS5)

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 CS5)

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

Photoshop (up to version CS5)

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 supplying 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

PageStore - We also accept all camera-ready copy through PageStore

FTP Please contact us for our details

PLEASE CONTACT US IF YOU REQUIRE MORE INFORMATION

Freephone 0800 85 25 80

Direct Dial 06 323 0735

Email lane.kieselbach@nzx.com

Fax 06 323 7101

Postal PO Box 529, Feilding 4740