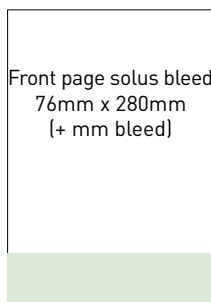
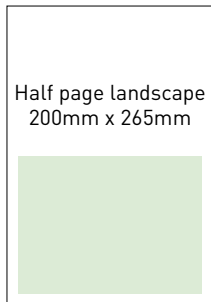
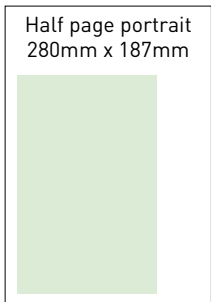
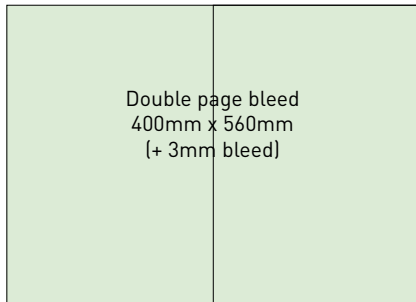
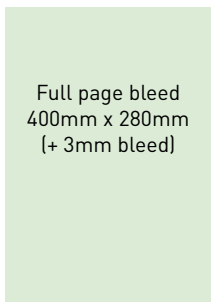
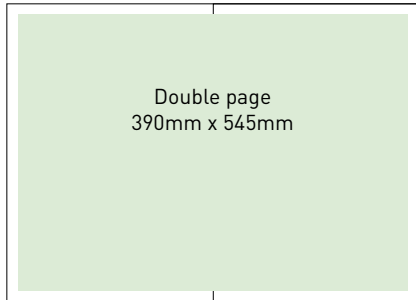




2010 Production Specs

Country-Wide



► **SPECIFICATIONS**

| | depth x width |
|------------------------|-----------------------------|
| Full page image size | 390mm x 265mm |
| Full page bleed size | 400mm x 280mm (+ 3mm bleed) |
| Double page image size | 390mm x 545mm |
| Double page bleed size | 400mm x 560mm (+ 3mm bleed) |
| Half page portrait | 280mm x 187mm |
| Half page landscape | 200mm x 265mm |
| Front page solus | 70mm x 265mm |
| Front page solus bleed | 76mm x 280mm (+ 3mm bleed) |

► **DISPLAY ADVERTISING**

Country-Wide / Farm Solutions – 7 cols per page

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

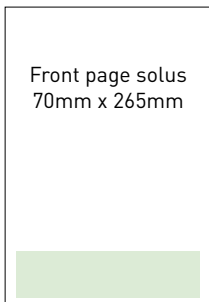
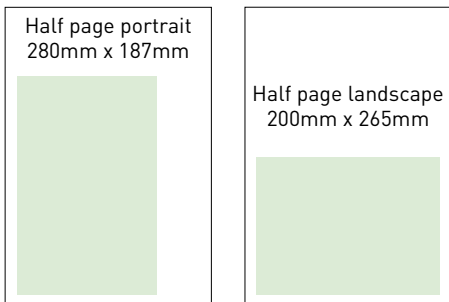
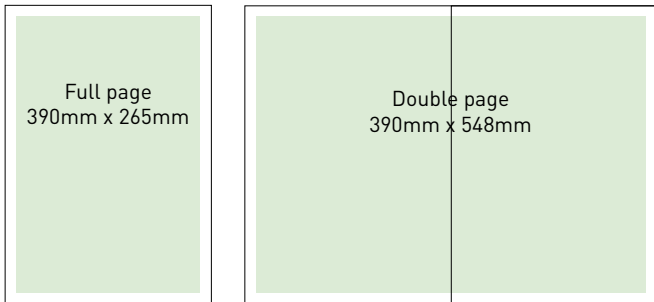
► **REAL ESTATE**

| | 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**

Lana Kieselbach
Production Manager

Ph: 06 323 0735
production@nzx.com



► **SPECIFICATIONS**

| | depth x width |
|---|-----------------------------|
| 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 wrap/gloss insert | 390mm x 548mm |
| NB: Image area for each page is 390mm x 265mm | |
| Full page wrap with bleed | 400mm x 566mm (+ 3mm bleed) |
| Half page wrap | 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 |

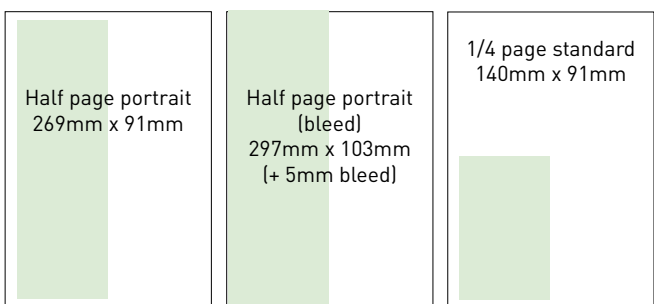
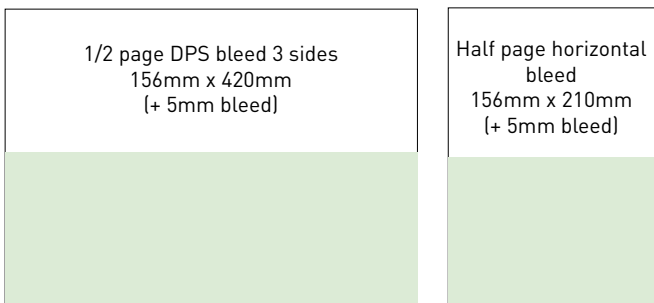
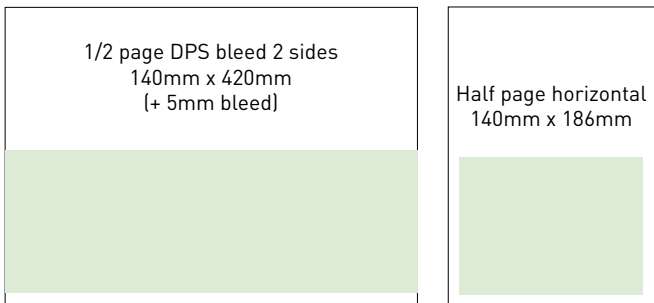
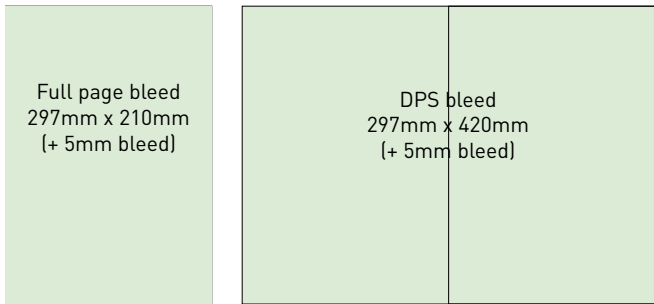
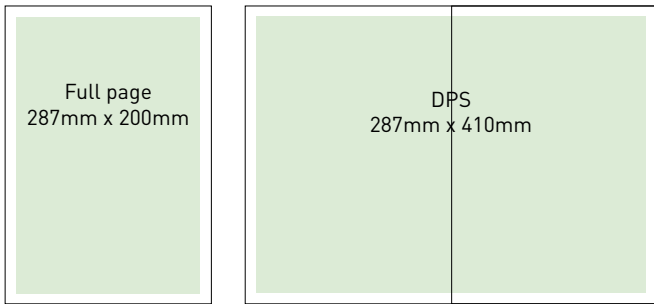
► **REAL ESTATE**

| | 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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SPECIFICATIONS

| | depth x width |
|-------------------------------------|-----------------------------|
| Full page | 287mm x 200mm |
| Full page bleed | 297mm x 210 (+ 5mm bleed) |
| DPS | 287mm x 410mm |
| 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 portrait | 269mm x 91mm |
| 1/2 page portrait bleed | 297mm x 103mm (+ 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 portrait | 269mm x 59mm |
| 1/4 page portrait (bleed 3 sides) | 297mm x 71mm (+ 5mm bleed) |
| 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

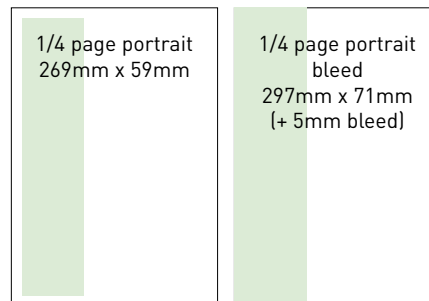
6 cols per page

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

BACK Paddock

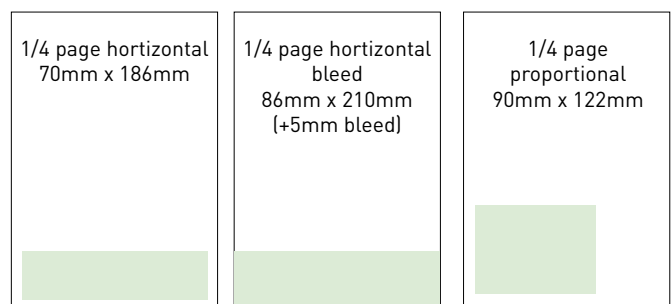
4 cols per page

| | |
|-------------------|--------------|
| 1/4 page standard | 140mm x 91mm |
| 1/8 page portrait | 70mm x 59mm |

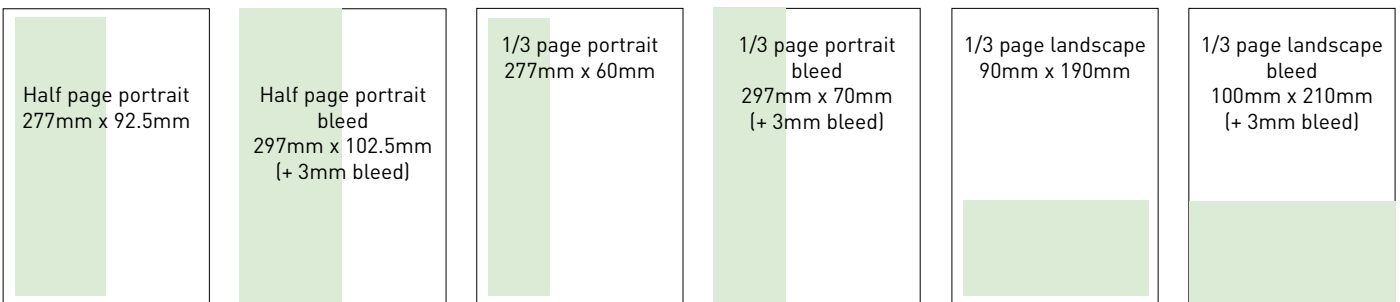
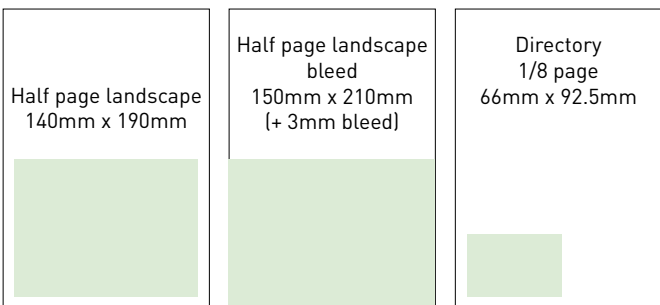
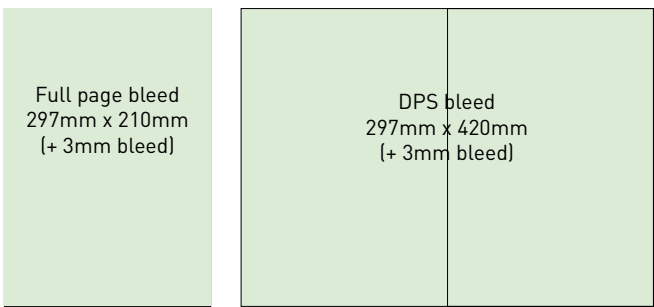
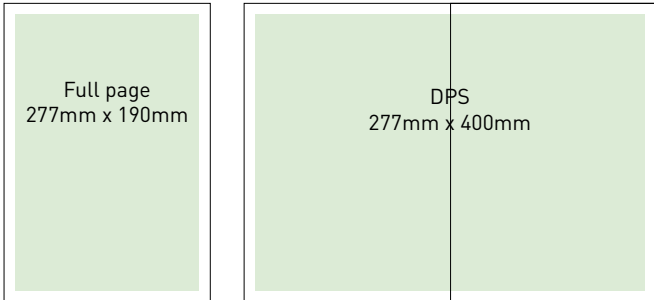


PRODUCTION ENQUIRIES

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YOUNG country



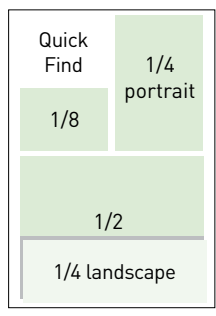
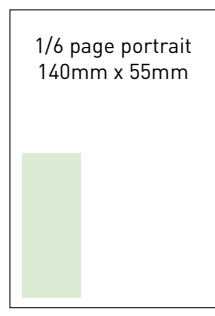
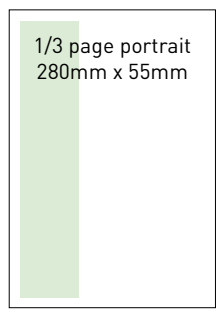
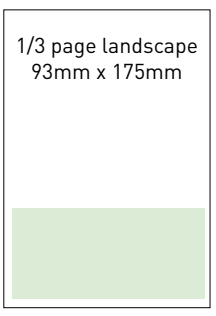
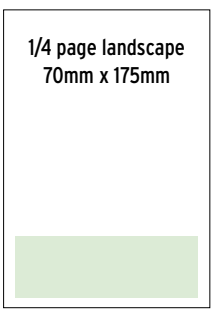
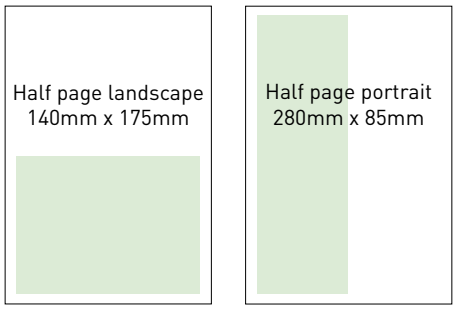
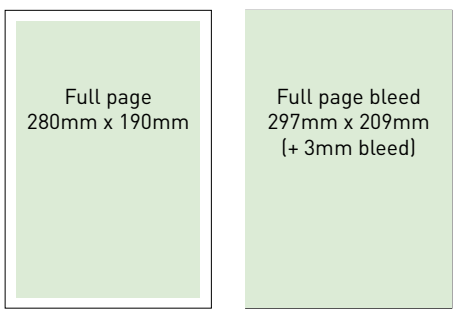
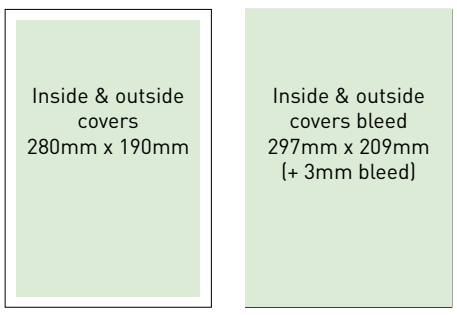
► SPECIFICATIONS

| | 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 |

► PRODUCTION ENQUIRIES

Lana Kieselbach
Production Manager

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production@nzx.com



► **SPECIFICATIONS**

| | | |
|-------------------------------|------------------|--------------------------------|
| Inside & outside covers | | 280mm x 190mm |
| Inside & outside covers bleed | | 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 |

Website specs

► SIZE OPTIONS

Position - top of the page, 2 options:

Large Banner: 760px wide by 120px high

Leaderboard Banner: 760px wide by 90px 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 direct 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

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

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