

Production specifications 2018



Farmers Weekly production specifications



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Print material specifications - Accepted file types

Acceptable formats

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. **Cropmarks are required, offset by 5mm.**

InDesign (.indd)

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 (.ai)

All text must be converted to outlines. All files must be exported as an .eps with all links saved as .tiff or .jpg.

Photoshop (.psd)

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

We do not accept Word/Publisher/Powerpoint files

These files are not suitable for supplying prepared adverts and cannot be accepted. These formats are suitable only for supplying text to go within your advert.

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

Supply material to:

Email adcopy@nzx.com

PageStore or AdSend

FTP Please contact us for our details

Please contact us if you require more information

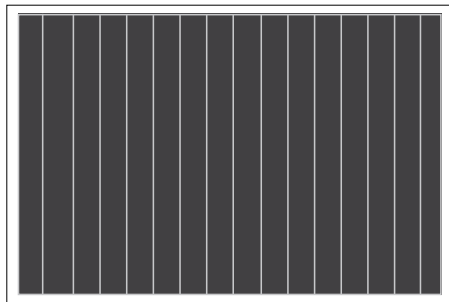
Freephone 0800 85 25 80

Direct dial 06 323 0735

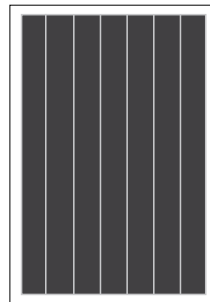
Email production@nzx.com

Postal Farmers Weekly, PO Box 529, Feilding 4740

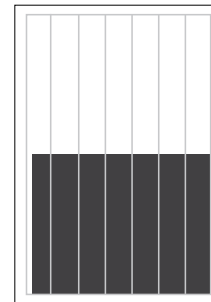
Print material specifications - Advertising sizes



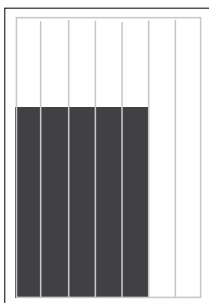
Double page spread (DPS)
390mm x 548mm (18mm gutter)



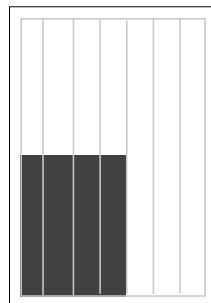
Full page
390mm x 265mm



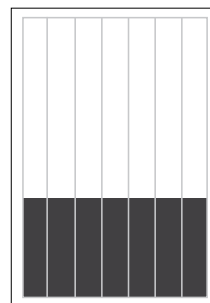
Half page horizontal
200mm x 265mm



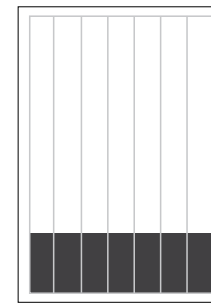
Half page pony
280mm x 187mm



20x4
200mm x 149mm



12x7
120mm x 265mm



10x7
100mm x 265mm

Display advertising

7 columns per page

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

Real Estate

1/8 Page	90mm x 130mm
1/4 page standard	185mm x 130mm
1/4 page horizontal	90mm x 265mm
1/2 page	185mm x 265mm
Full page	390mm x 265mm

Classifieds, Livestock, Real Estate, Employment

8 columns per page

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

Stitched inserts

Full page gloss insert: 400mm x 566mm + 3mm bleed

Image area: 390mm x 265mm

All dimensions are height by width.

Digital material specifications

Acceptable formats - farmersweekly.co.nz

Dimensions are calculated width x height and are measured in pixels

- Material is accepted in the following formats:
- .jpg, .gif, .png, HTML5, Adtag code

Material to be supplied no larger than 100kb.

Acceptable formats - e-newsletter

Farmers Weekly has its own e-newsletter sent to registered users and containing early release news and links to the virtual publications. Talk to your account manager for more information.

Specs:

- Banner 760px x 120px
- MREC 300px x 250px
- .jpeg or .gif image or .gif format only

Note: Not all email providers support .gif animations, therefore ensure all important messaging appears on the first frame.

Advertising guidelines

All click-through URLs must open in a new browser window or tab

- *Farmers Weekly* reserves the right to reject any insertion, graphic, text description or URL
- Ads should not replicate or mimic computer error messages
- Ads should not contain messaging designed to mislead the audience into visiting any site that is unrelated to the content of the ad.

Supply material to:

Ani Hoskins

Phone: 06 323 0762

Email: digitalcopy@nzx.com

Please contact us if you require more information

Freephone 0800 85 25 80

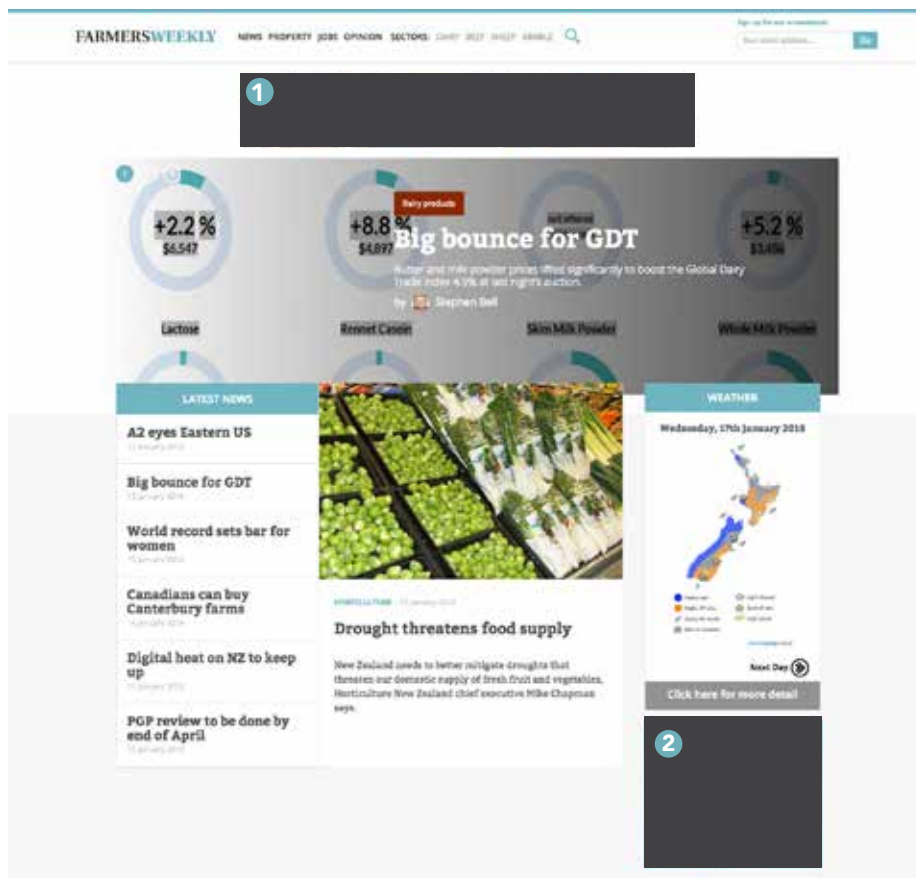
Direct dial 06 323 0762

Email digitalcopy@nzx.com

Postal Farmers Weekly, PO Box 529, Feilding 4740

All dimensions are height by width.

Digital material specifications - desktop

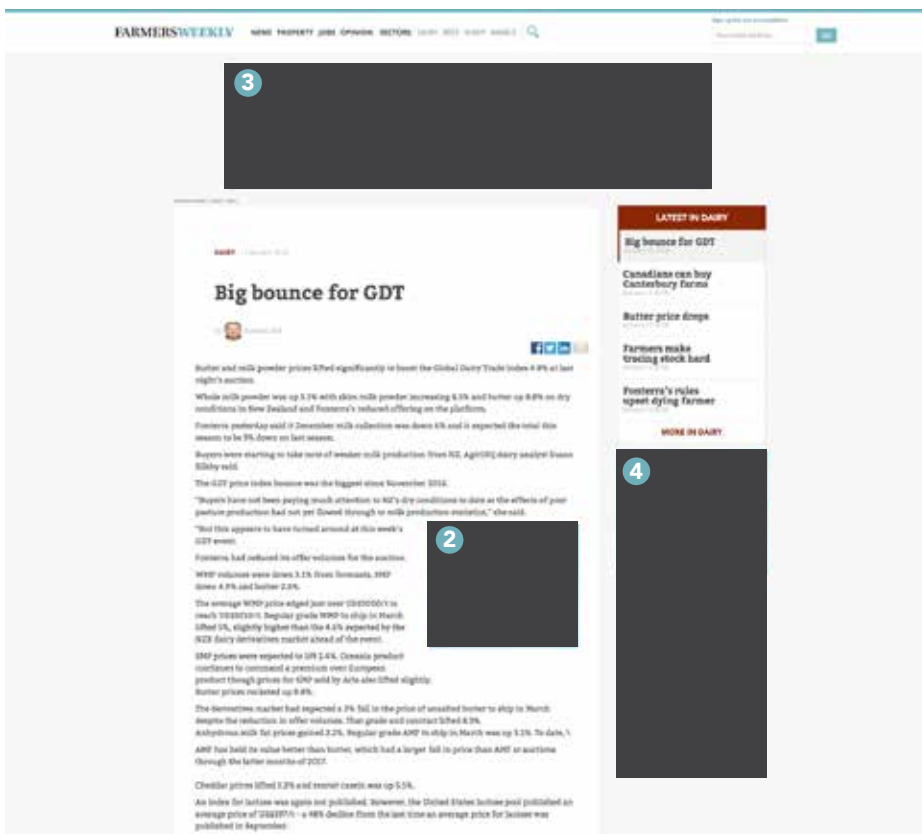


1 **Leaderboard**
760x120px

2 **Mrec**
300x250px

3 **Premier billboard**
970x250px

4 **Half page**
300x600px



*Mobile version required for leaderboard sizes: 320x50px

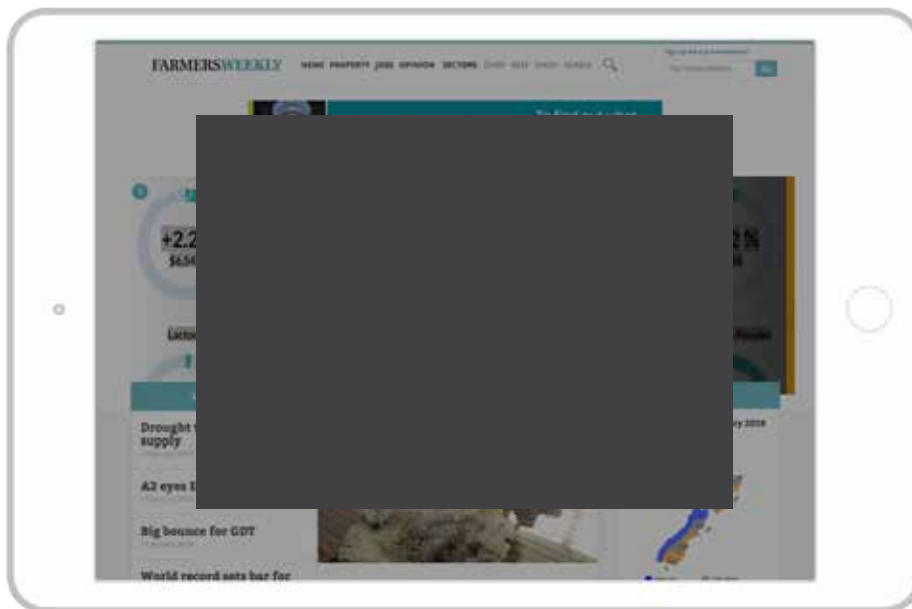
Digital material specifications - mobile



Mobile leaderboard
320x50px



Mobile popup
320x460px (portrait)
480x300px (landscape)



Tablet popup
768x1004px (portrait)
1024x748px (landscape)

FARMERSWEEKLY

farmersweekly.co.nz

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