

**FARMERS  
WEEKLY**  
*farmersweekly.co.nz*

**DAIRY  
FARMER**

**Production  
specifications  
2018**



Powered By

**GlobalHQ**



CAUTION

ROT

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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@globalhq.co.nz](mailto:adcopy@globalhq.co.nz)

PageStore or AdSend

**FTP** Please contact us for our details

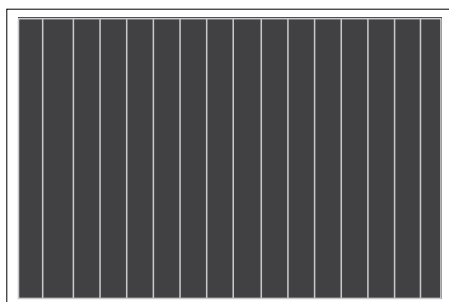
#### **Please contact us if you require more information**

**Freephone** 0800 85 25 80

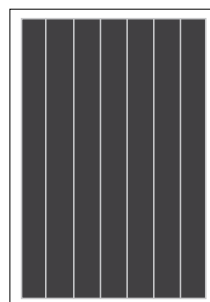
**Direct dial** 06 323 0735

**Email** [production@globalhq.co.nz](mailto:production@globalhq.co.nz)

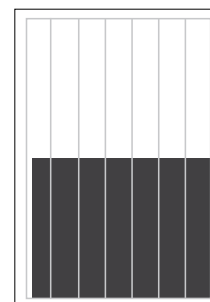
**Postal** Farmers Weekly, PO Box 529, Feilding 4740



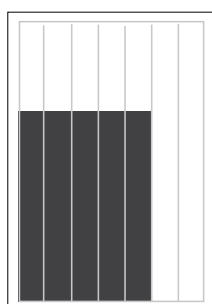
**Double page spread (DPS)**  
390mm x 548mm (18mm gutter)



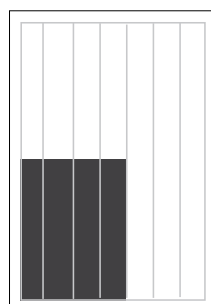
**Full page**  
390mm x 265mm



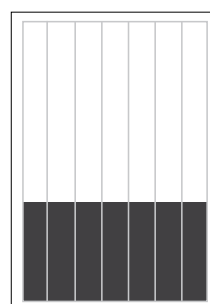
**Half page horizontal**  
200mm x 265mm



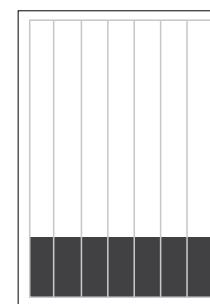
**Half page pony**  
280mm x 187mm



**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 283mm

Image area: 390mm x 265mm

*All dimensions are height by width.*

**Display advertising**



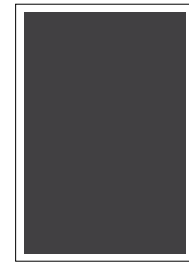
**Double page spread (DPS)**

Non-bleed: 280mm x 404mm  
Bleed size: 297mm x 420mm +5mm



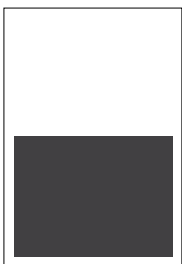
**Double page spread half**

Non-bleed: 140mm x 404mm  
Bleed size: 156mm x 420mm +5mm



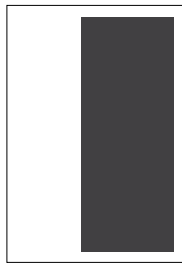
**Full page**

Non Bleed: 280mm x 186mm  
Bleed: 297mm x 210mm +5mm



**Half page horizontal**

Non bleed: 140mm x 186mm  
Bleed: 156mm x 210mm +5mm



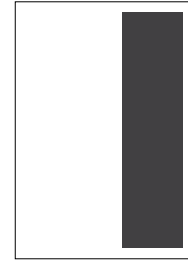
**Half page portrait**

Non bleed: 280mm x 91mm  
Bleed: 297mm x 99mm +5mm



**1/3 page horizontal**

Non bleed: 90mm x 186mm  
Bleed: 106mm x 210mm +5mm



**1/3 page portrait**

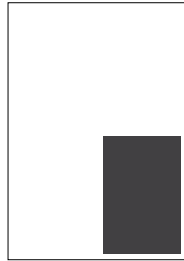
Non bleed: 280mm x 59mm  
Bleed: 297mm x 66mm +5mm

**Real Estate**



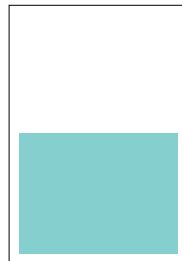
**1/4 page horizontal**

Non bleed: 70mm x 186mm  
Bleed: 86mm x 210mm +5mm



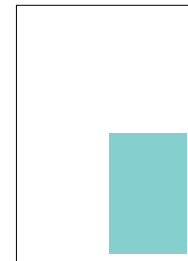
**1/4 page portrait**

140mm x 91mm



**1/2 page horizontal  
Including editorial**

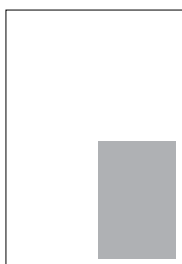
Non bleed: 140mm x 186mm  
Bleed: 156mm x 210mm +5mm



**1/4 page portrait  
Including editorial**

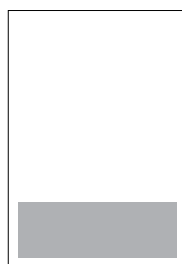
140mm x 91mm

**Directory**



**1/4 page portrait**

124mm x 91mm



**1/4 page horizontal**

60mm x 186mm



**1/8 page horizontal**

60mm x 91mm



# 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* and *Dairy Farmer* has their own e-newsletters sent to registered users and containing early release news and links to the virtual publications. Talk to your partnership 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@globalhq.co.nz

## Please contact us if you require more information

**Freephone** 0800 85 25 80

**Direct dial** 06 323 0762

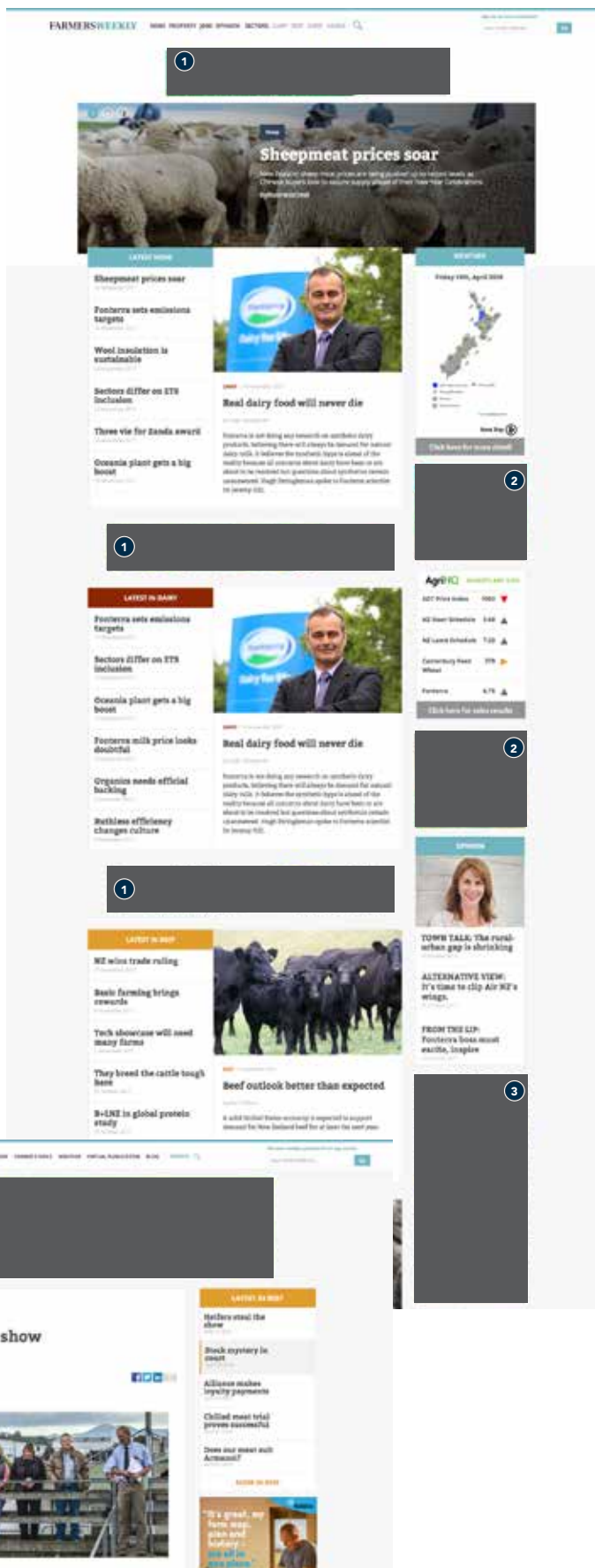
**Email** digitalcopy@globalhq.co.nz

**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 Half page**

300x600px

**4 Premier billboard**

970x250px

\*Mobile version required for leaderboard sizes: 320x50px

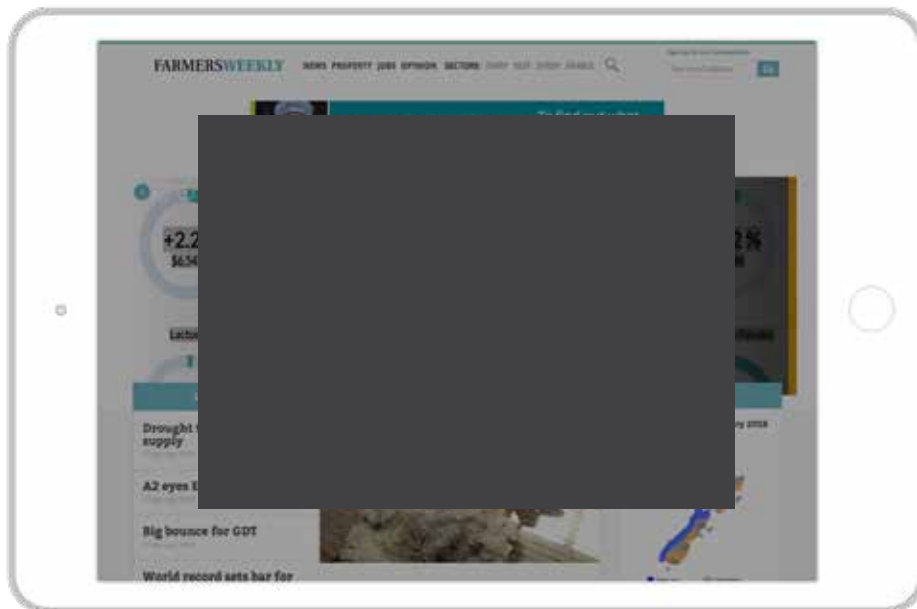
## Digital material specifications - mobile



**Mobile leaderboard**  
320x50px



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



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

