# Traveller
# Flagship Editions

## Preparing Artwork

The specifications below are provided to assist with the preparation and creation of PDF files for advertising use.

## General Information

This Magazine is inserted into the Saturday editions of The Sydney Morning Herald and The Age newspapers. It is a stitch and trimmed product, printed on 75gsm Vantage Stock. Finished product size is 355mmh x 278mmw. Mini Magazine finished product size is 240mmh x 180mmw.

### Deadlines

Advertising material for Traveller Magazine Gloss is due 12pm Wednesday 18 Days prior to publication date. Mini Mag and Gatefold Material is due 25 days prior. No next day material extension is possible. *Material received after deadline is automatically viewed as out of specification*

### Contact Details

Production Operations Technical Support
Nine Publis~~hing~~

**Phone:** 1300 666 326
**Email:** advertisingsupport@nine.com.au

## Mechanical Specifications

### Page Specifications

| Size | Type Area | Trim Size | Bleed Area |
|---|---|---|---|
| Full Page | 335 x 258mm | 355 x 278mm | 365 x 288mm |
| 1/2 Horizontal | 153 x 258mm | 173 x 278mm | 183 x 288mm |
| 1/2 Vertical | 335 x 117mm | 355 x 137mm | 365 x 147mm |
| 1/3 Horizontal | 98 x 258mm | 118 x 278mm | 128 x 288mm |
| 1/3 Vertical | 335 x 74mm | 355 x 94mm | 365 x 104mm |
| Horizontal Strip 30mm | 10 x 258mm | 30 x 278mm | 40 x 288mm |

### Spreads

| Size | Type Area | Trim Size | Bleed Area |
|---|---|---|---|
| Double Page Spread | 335 x 536mm | 355 x 556mm | 365 x 566mm |
| 1/2 Spread | 153 x 536mm | 173 x 556mm | 183 x 566mm |
| 1/3 Spread | 98 x 536mm | 118 x 556mm | 128 x 566mm |
| Horizontal Strip 30mm Spread | 10 x 536mm | 30 x 556mm | 40 x 566mm |

### Mini Magazine

| Size | Type Area | Trim Size | Bleed Area |
|---|---|---|---|
| Full Page | 220 x 160mm | 240 x 180mm | 250 x 190mm |

### Image Resolution

We print at a linescreen ruling of 133lpi.  Please supply a minimum of:

| | |
|---|---|
| Images: | **300dpi** |
| Single bitmap: | **2400dpi** |

All logos should be supplied as either single bitmap or vector artwork.

### Creating your pdf

We accept press ready, high resolution PDF files.

We recommend saving the file as an EPS out of your native program and using Acrobat Distiller to create the PDF..

PDFs generated from within Office packages such as Word, Excel, Publisher or Powerpoint are not acceptable.

PDFs generated from Adobe Photoshop are not acceptable.

PDFs created from native programs such as Indesign, Quark Express, Illustrator or Freehand are acceptable.

### Sizing

When preparing your advertisement in your native program, please ensure that your paper size and your advertisement size are the same. **Registration and trim marks are not required.**

### Fonts & Type

We do not recommend reversing text out of four colour images.
Minimum type sizes:
• SINGLE solid colour: **6pt**
• COLOURED type on a white background using two or three colour plates: **8pt**
• REVERSED type out of one colour plates: **8pt**
• REVERSED type out of two or more colour plates: **12pt san serif bold**

### Colour

All colour must be supplied as CMYK. No profiles embedded.

### Total Ink Coverage

Please ensure all elements including any TIFFs, JPEGs, or EPS images within your file do not exceed CMYK Total Ink Percentage of  300**%**

## IMPORTANT INFORMATION

- **At time of booking, Sales need to make sure all bookings are ticked with bleed in CyberSell.**
- **Measurements are given in millimetres and are as height x width.**
- **All live copy must be kept within the type area. This includes all text, images, logos, keylines and keycodes.**
- **For double page spread ads with type across the gutter, please allow a minimum of 5mm clearance on each side of the spine.**
- **Do not use fine borders around the edge of a bleed advert. We cannot guarantee the absolute accuracy of trimming due to the nature of web offset printing processes.**
- **Mechanical specifications are subject to change without notice. Please confirm with production.**

The specifications below are provided to assist with the preparation and creation of PDF files for advertising use.

www.adcentre.com.au

## PDF Creation

### Digital advertisements

Submitted to Nine must be saved as Portable Document Format (PDF).
Please note that PDF files must be created with a PostScript application.
PDF versions higher than V1.3 are not supported.

**Fully rasterised PDF's from, or placed in any application are not accepted, due to extremely poor reproduction of fonts.**

**The following applications are not PostScript compatible and are not suitable for creating PDF's for Nine:**

**Microsoft Word**
**Microsoft PowerPoint**
**Microsoft Publisher**
**Adobe PhotoShop**

## INSTRUCTIONS FOR CREATING PDF FILES

The preferred method for creating a PDF file is shown below.

**Step 1**
Create an EPS file using a PostScript sofware application, for example Indesign and Illustrator.

**Step 2**
Convert the EPS to PDF using Adobe Acrobat Distiller, making sure your PDF version is 1.3.
The PDF can also be created straight out of Indesign and Illustrator using our Nine PDF Joboptions. This will help with creating the PDF to Nine Specification.

Please email **advertisingsupport@nine.com.au** if you need the joboptions sent to you.

## Photoshop Colour Setting File (CSF)

A Colour Settings File (CSF) has been developed to use Photoshop to enable effective image conversion from RGB to CMYK or RGB to Greyscale. This file will also help with the reduction of excess ink weight in any images used in the finished PDF file. The ink weight maximum for Gloss Publications is 300%.

Please email **advertisingsupport@nine.com.au** if you need the CSF and a ReadMe file (explaining how to load and use it in Photoshop) sent to you.

## Typefaces

San serif typefaces are the best choice for reproduction. They reproduce easily with desired readability. Typefaces with thin or delicate serifs and strokes should be avoided. **Extremely fine strokes can drop out, while thick strokes can plug on the press**. Because of the ink and stock relationship, small type tends to lose definition on the press.

Coloured type or solid backgrounds can print using a single colour at 100%. Should a second or third colour be required, these extra colours should be limited to 95%, keeping within the total ink limit of 300%. This will allow the ink to trap on the press and result in a consistent and balanced printing.

For legibility reasons, consideration should be given when attempting to reproduce type as a light screen tint. For best results, avoid screening type styles with a fine to medium weight and those with serifs.

For optimum results it is suggested that type not overprint a background screen (tint or ghosted image) greater than 30% visual density. This allows for dot gain and provides necessary contrast between text matter and the background image.

### Typefaces in Reverse

- Typefaces in two or more colours should be sans serif and bold, no smaller than **10pt.**
- Type with serifs or screens, reversed out of a four colour image or colour should be **12pt or greater** in size and bold, otherwise the material will not be accepted. This allows for slight variances in register while maximizing legibility.
- Any reverse type should be limited to two colours maximum. For contrast and readability, reverse type should not be positioned within screened areas less than 50%, or in yellow or other light coloured backgrounds.

The specifications below are provided to assist with the preparation and creation of PDF files for advertising use.

## **PDF Delivery**

### **DELIVERY METHODS**
Print advertising material delivery channels for metro newsprint titles.

Complete advertising material for Nine Publishing must be saved as a PDF and delivered via one of the approved delivery channels listed below. For advice, please contact the applicable service directly.

### **NINE ADDELIVERY**
AdDelivery portal is a free service for all Nine customers. All material will be processed through our preflighting workflow. An email notification will be sent confirming a successful upload or supply a report for unsuccessful material.

**www.addelivery.com.au**

Please ensure you have your Booking ID and height of advertisement to be able to upload your material.

For newspaper and magazine assistance please contact Nine Advertising Production Support.

**Email: advertisingsupport@nine.com.au**
**1300 666 326**

### **ADSTREAM**
Adstream (formerly Quickcut) provides software to assist with PDF validation and can arrange delivery of your ad on a fee-for-service basis to most newspapers and magazines in Australia.

For more information visit adstream.com.au
or Call 1300 768 988

### **ADSEND**
Adsend (formerly Websend) is a digital delivery service that will validate PDF files and arrange immediate delivery of ads to most newspapers and magazines in Australia.

For more information visit adsend.com.au
or Call 1300 768 988

### **SENDLITE**
If you're delivering your final PDF material to any Nine newspaper publication, SENDLite is the fastest and cheapest way by far once you have your booking number. Nothing to join, no hassle.

For more information visit sendlite.com.au
or Call 02 9818 1965

### **ADDESIGNS**
AdDesigns is a one stop design solution specialising in meeting customer needs in all Nine Publications.

Email: addesigns@nine.com.au

Advertising material delivered digitally to Nine Publishing will only be accepted if the file includes the correct Nine booking or material identification number.

Advertising material delivered digitally to Fairfax Media Publications will only be accepted if the file includes the correct Fairfax booking or material identification number.