

Guidelines for the supply of Portable Document Format (PDF)



The Daily Advertiser

WEEKEND ADVERTISER

The Area News

The Leader

The Irrigator

THE RURAL

The Observer

Southern Cross

The Senior



THE AUSTRALIAN Senior traveller

INTRODUCTION

This guide is designed to help clients with the preparation, transfer and confirmation of supplying completed Portable Document Format (PDF) to the Riverina Media Group, the Senior publications and associated publications. Due to the different software packages available on different platforms (QuarkXpress, Adobe InDesign, PC, Macintosh) it is impossible for the Riverina Media Group and its associated publications to support all of these packages. With customer service and reliability in mind it has been necessary to decide on a standard for all software packages and computer platforms.

That standard is PDF.

PDF stands for Portable Document Format. When saved correctly PDF files preserve all fonts, formatting and colours across any computer platform. When you are supplying a Portable Document Format (PDF) electronically to us, the file that you send will be verified and tested through our preflight software to ensure it meets with the PANPA specifications.

Artwork supplied in other digital formats including Microsoft Word, Publisher, Powerpoint, Corel Draw or any other format will not be accepted.

COLOUR REQUIREMENTS

FOUR COLOUR PROCESS

All logos or advertisements created in software packages, namely, Quark Xpress, Illustrator, Photoshop etc, which are supplied as PDF should be processed in CMYK (process) colours. No Pantone, INDEX, RGB or LAB colours.

SPOT COLOUR

All advertisements booked for spot colour are required as CMYK (process) colours.

BLACK AND WHITE (MONO)

All MONO advertisements should be supplied as such. Under no circumstances should any of the images contained within the document or text within the document be spot or four colour.

FILES WITH RGB, PATTERNS, INDEXED COLOUR INFORMATION WILL BE REJECTED.

FONTS

Typeface Selection: Sans serif faces are the best choice for use in newspaper production. Typefaces with thin or delicate serifs and non-uniform character thickness should be avoided. Serif typefaces are not suitable in solid reverses.

Typeface Size: Small type tends to lose definition at press stage. RMG recommends you use a minimum of 7pt type. When type is reversed out of four-colour or used as four-colour text we recommend a minimum of 9pt type.

Black text: All black text in four-colour (CMYK) advertisements should be made up of 100% black only. When printed, if black text contains colour components of Cyan, Magenta, Yellow and Black it can become unreadable in the case of misregister on the press.

USE ONLY POSTSCRIPT FONTS, TRUE TYPE FONTS ARE NOT ACCEPTABLE, All fonts must be embedded. Files containing font information that are not embedded correctly will be REJECTED.



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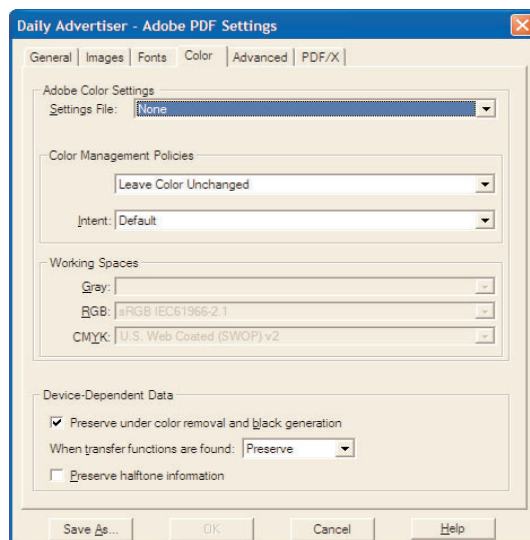
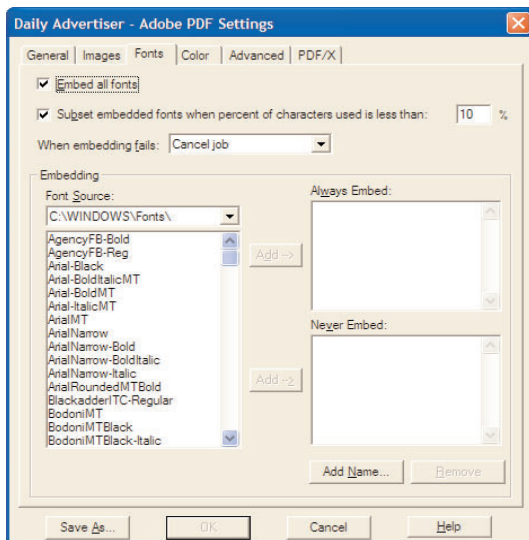
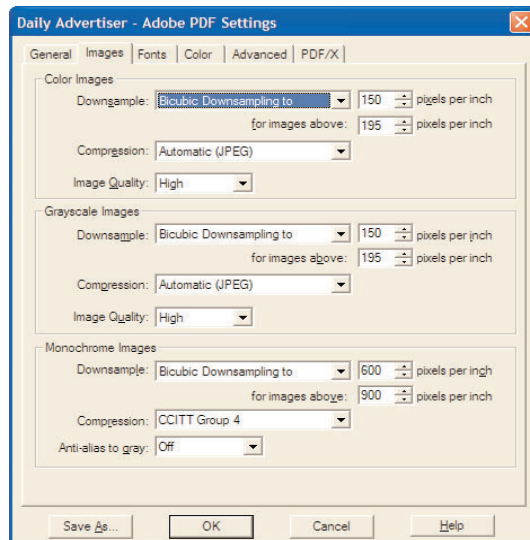
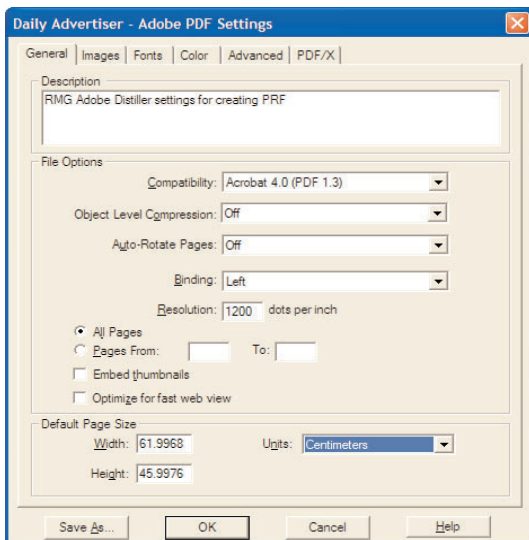


PDF files should be created with Acrobat Distiller.

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Make sure that the document size of the advertisement being made up in the native program is the same size as the booked ad size. All images should be placed in document at 100%. All placed images should be cropped to finished size and rotated within their native application (i.e Photoshop).

DO NOT create PDF files with PDF Writer or PDF Maker, as these programs do not properly embed fonts.



CHECKLIST

- Do you know the deadline for your advertisement?
- Is your PDF version 1.3?
- Have you ensured all colours are CMYK in your document?
- Have you embedded ALL FONTS?
- Have you created the PDF file using RMG-Setting.joboptions?
- Have you opened, checked and cropped the file to the right size to eliminate white space (*Not centred in an A4 or A3 document*)?
- Have you telephoned your advertising representative to inform them of the delivery of your advertisement and received the correct content number?
- Have you checked your proof to make sure the job prints correctly?

DISCLAIMER

Submission of copy is the responsibility of the advertiser. Copy from last insertion will be run if new copy is not received by closing deadlines. If no previous insertion, client is liable for the cost of contracted space not used and space will be allocated at discretion of the publisher. Advertisers are advised that the inclusion in ads of material (photographs, artist's illustrations, or text) taken from any article published in a newspaper, magazine, periodical or similar publication is strictly prohibited without the written consent of the owner of the copyright