

A BRIEF OUTLINE OF
SPECIFICATIONS FOR DIGITAL ADVERTISING MATERIAL
FOR ACP MEDIA PUBLICATIONS

Next, North & South, Your Home & Garden, Home New Zealand,
Little Treasures, Metro, Fashion Quarterly, Kia Ora - Air New Zealand magazine,
The Australian Women's Weekly (NZ edition),
Woman's Day, Cleo, Taste and Top Gear.

1) SUPPORTED METHOD OF FILE VALIDATION AND DELIVERY

ACP Media prefers that advertising material be supplied via Adstream's Quickcut validation and delivery system.

If you are not already set up with Quickcut, you can immediately submit your advert via the quicksend web service: <http://www.quicksend.co.nz>

By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time. For further information on other Adstream products, please visit <http://www.adstream.co.nz> or call +64 9 9131479

In Australia contact Quickcut on <http://www.quickcut.com.au>, phone 02 9467 7500 or via email: loveprint@adstream.co.nz

No responsibility is accepted for reproduction where files are not validated and sent via Quickcut.

2) FORMAT

File format must be 1.3 level - PDF. All relevant fonts must be embedded within the document. Files created in Freehand and Illustrator must have any type converted to curves (i.e.: "paths" or "outlines" respectively).

3) IMAGES

Picture elements must be tif, eps or JPEG format and saved as cmyk. The total ink weight (GCR) must not exceed 300%. Minimum resolution for pictures is 300dpi and for bitmap line art minimum resolution is 1200dpi.

4) SIZE

Ads must be supplied to the exact size outlined in the relevant magazine's ad dimensions spec sheet (available from www.acpmedia.co.nz, ACP Advertising Sales department, Quickcut's QuickPrint Look-up or PRRADS). They must include 5mm of bleed image where relevant plus 15pt trim marks.

5) PROOFS

ACP Media are phasing out the 3DAPv2 file preparation and proofing requirements for supplied advertising. In its place they are adopting 3DAPv3 which is based on the ISO 12647-2 printing standards. Please visit <http://www.3dap.com.au> for further information.

3DAPv2 proofs will be acceptable as well as 3DAPv3 until 1 July 2009 after this only 3DAPv3 proofs will be accepted by ACP Media.

Low-end colour print outs and lasers are not acceptable. No responsibility is accepted for reproduction where proofs do not conform to these specifications.

For full technical specifications including details on the settings and options required for creating suitable files please refer to the ACP Specifications for Digital Advertising Material. This is available on our website www.acpmedia.co.nz or via email from Joline McGreevy, jmcgreevy@acpmedia.co.nz