

OTAKI MAIL

ADVERTISING DEADLINES

Press day - Last Thursday of the month

Display advertising - Friday prior to press day

These deadlines are susceptible to change over Public Holidays

How do I get an ad made?

Visit the office in person, or fax or email your copy along with your contact details and address to otakimail@xtra.co.nz. Email is preferred. If you are including a picture or logo, you'll need to email it or bring it on disk or, if this is impossible, supply the original to be scanned. We will email or fax you a copy of the ad for you to check, usually during the Monday/early Tuesday prior to print day.

Ad makeup is generally free, though we will charge for author changes (that is, changes made by the customer that were not specified on the original instructions – so make sure that the instructions that you give us are the ones you really want). Any factual errors made by our ad team will of course be fixed free of charge.

Can I make my own ad?

Yes, you can supply camera-ready copy, but it will need to be made exactly according to the Otaki Mail specifications. We cannot work with, or open, Microsoft Publisher files.

Making your own ad - you need to know...

Ready made ads ("camera ready" ads) have to be 100% finished and meet the specifications. We can't make changes to them at our end. It must be made up to the exact dimensions of the ad you booked.

Acceptable formats for camera-ready ads are: PDF, (see next paragraph), or EPS. They have to be colour separable

CMYK colour or greyscale (not RGB) and 300 dpi when at actual size. Dependant on contents a tiff or jpeg file could be acceptable, (please contact us first).

Camera ready copy is NOT: a Word document, a Publisher document, a PDF document created from Word or Publisher, an Excel document, a CorelDRAW document, a faxed document or a Powerpoint document.

Specifications

- Images or logos within the PDF should be cropped to ACTUAL size, 300 dpi and converted to colour separable CMYK (colour ads) or greyscale (for black and white ads) BEFORE conversion to the PDF.
- All text within the graphic must be converted to outline or curves.
- White text on a colour background must NOT be smaller than 12 point.
- All black text is to be specified as Black, NOT Auto.
- Coloured text (less than 14 point) should not be made up of more than two process colours.
- Allow for 35% dot gain. Black ink limit 80%. Total ink limit 220%
- Black areas in colour graphics to be 100% K, not Rich Black. Ensure overprint and ICC colour are turned off.
- Spot colours must be converted to Process CMYK.

Would you like us to design your ad? - This is what we need from you...

If you can't supply an ad yourself according to the above guidelines the Otaki Mail will make your ad for you.

Time:

To ensure your layout meets all your requirements we need time. Content, layout and fonts are required by our deadline. Content coming in after that date cannot be guaranteed to be created and turned around for proof checking before print day.

Ad copy and pictures:

You need to tell us clearly what you want in your ad. Supply the text via email or on disk, (Word, .txt, or in body of the email), or by fax or in person.

Digital photographs should be taken on the highest resolution your camera is capable of (75 pixels per inch Web format is NOT acceptable) and supplied to us in jpeg or tiff format straight from the camera, (RGB). Do not pre-process them yourself. Photographs taken on Cell phones are NOT acceptable. Printed photographs can be scanned. They should be sharp and of good contrast. We reserve the right

not to accept any photograph that is of unsuitable quality. If you need logos, please supply these as separate jpegs, tiffs or PDFs. They should be 300 dpi and CMYK (colour ads) or greyscale (for black and white ads). If necessary we can scan a good quality hard copy.

Layout, fonts and logos:

If you have any particular ideas for layout, or your company has specific visual standards/branding guidelines, please make us aware of this before we start.

If you wish us to use a particular typeface we will match it if we can, but we will not necessarily have it on our system. Provide us with the name of the font and a printed sample. If we can't find it we will need you to supply it to us as a TTF (true type font). Otherwise, we'll need to use an alternative. If you want us to use your logo see above.

Signing off your ad:

In most cases, your display ad will be sent to you for sign off as an emailed PDF document. If necessary we can fax instead of emailing.