

MATERIAL FORMAT AND SECIFICATIONS FOR ADVERTISING IN DESTINATION NZ 2009.

Files should be supplied in PDF format by first printing the document to a PostScript® (PS) file out of Adobe InDesign® and then distilling the PS file to create the PDF file using the following guidelines for Mac or PC:

- 1 Print document to a PostScript® file, by selecting PostScript® File printer option in the print dialogue window.
- 2 Select Adobe PDF or Acrobat Distiller PPD (postscript printer description).
- 3 Print all pages as single left and right hand pages.
- 4 Select an output paper size that accommodates the page trim size, adding 10mm all around the page.
- 5 Centre the page on the vertical and horizontal.
- 6 DO NOT select crop or registration marks
- 7 Select composite CMYK output, NOT separations.
- 8 Select Download all fonts.
- 9 Set transparency flattening options to High Resolution.
- 10 Select Save to create the PostScript® file. Distil the file using Adobe Acrobat Distiller® to create the PDF using the following guidelines:
 - 1 Launch Adobe Acrobat Distiller®.
 - 2 Select PDF/X1a as the default job options
 - 3 Drag and drop/file open the PostScript® file created in step 9 above in Adobe Acrobat Distiller to create the PDF file.

Graphics: All graphics must be 300dpi. We cannot use low resolution images such as files from the Internet. Files supplied in the incorrect format will incur a conversion cost. All design, artwork, typesetting, production and file conversion cost are additional to the advertisement rates. Destination NZ can produce your advertisement at a competitive rate. Quotes available on request.

Proofs: A digital colour proof must be supplied with all advertising material. The Publisher accepts no responsibility for reproduction of advertising artwork where a digital colour proof has not been supplied.

Media: Files can be sent to Destination N Z on CD ROM to P.O.Box 362, Whitianga,3542

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Follow these guidelines to create a PS file should you be using QuarkXpress®

- 1 Print document to a PostScript® file, by selecting the save as PostScript® File from the printer/PDF option in the print dialogue window.
- 2 Select Adobe PDF or Acrobat Distiller PPD (postscript printer description).
- 3 Print all pages as single left and right hand pages.
- 4 Select an output paper width that accommodates the page trim size, adding 10mm to both sides of the page. Leave the height as "Automatic".
- 5 Centre the page on the vertical and horizontal.
- 6 Select composite CMYK output, NOT separations.
- 7 Select bleed allowance if required.
- 8 Select include all TIFF and EPS images from the OPI tab.
- 9 Select Print to save the PostScript® file.
- 10 Select Save to create the PostScript® file. Distil the file using Adobe Acrobat Distiller® to create the PDF using the following guidelines:
 - 1 Launch Adobe Acrobat Distiller®.
 - 2 Select PDF/X1a as the default job options
 - 3 Drag and drop/file open the PostScript® file created in step 9 above in Adobe Acrobat Distiller to create the PDF file.

<u>Book Page Size:</u>	210x297
Full page advertisement	175x265
Half page	175x130
Half page vertical	85x265
Quarter page horizontal	175x62
Quarter page vertical	85x130
One eighth page horizontal	85x62 (Trade directory size.)