

# EXCELLENCE

— New Zealand Education Directory 17th Edition 2007 —

 educationpages.co.nz

## Digital File Requirements

### PDFS ARE THE MOST PREFERRED FILE TYPE

- Print ready with a minimum resolution of 300 dpi
- with all images CMYK (or Greyscale) and embedded
- with all used fonts supplied

### Example of how resolution affects images when printed

#### 300 dpi image – high res



300 dpi images will print clear and sharp

#### 72 dpi image – low res



72 dpi images will print blurry and jagged

### MECHANICAL DETAILS

The directory will be A4 in size, printed on gloss art paper: (height x width)

Trim size: 297mm x 210mm

Image Size: 275mm x 180mm

Bleed Size: 307mm x 220mm

- Full pg ad with full bleed: 297mm x 210mm  
Bleed Size 5mm: 307mm x 220mm
- Full pg ad with standard pg header and footer: 275mm x 180mm
- Half pg Horizontal: 130mm x 180mm

### IMAGES – SCANNED

- Scan images at 300dpi, Millions of Colours
- Scan Greyscale at 600dpi
- Scan Linear (Black & White) at 1200dpi
- All colour images need to be converted to CMYK
- Save images in TIFF or EPS (if saving in JPEG, Make sure the resolution is at least 300 dpi)
- We cannot accept images from a website or in GIF format, as all images are at 72dpi (low resolution)

### DIGITAL CAMERA – IMAGES

- Please set your digital camera to the highest resolution / quality setting possible
- Photos that are taken on lower resolution / quality setting are not acceptable for print

### SCANS – DOC

- When placing scans into document please ensure size of image is at 100% of finished size

### COLOUR SPECIFICATION

- Ensure colours are converted to CMYK & delete any unused colour. Do not use spot colours
- If trying to match a Pantone colour, please advise the colour so we can match it accurately

### COLOUR PROOFS

- Where possible please supply a colour proof
- Colour accuracy cannot be guaranteed without a colour proof

### PAGE LAYOUT

- As per specs of publication
- Please add 5mm (all around) for Bleed if your advert needs to print to the edge of the page (ie no white border around the edge)

### FONTS

- Supply your fonts. Include the screen font suitcase and the printer fonts.
- Convert text to paths for Illustrator & Freehand documents
- Please embed all fonts where possible

### SAVE YOUR LAYOUT

- The most important check is to print a colour proof and supply it with your file
- N.B. Open the file from the disk to check all links are updated and disk is not corrupted

- In Quark – Collect for output will ensure all images are linked and put in one place to copy
- In Pagemaker & InDesign – Save ALL linked files

### TRANSFER FORMATS

- We are able to accept files in the following media format: ZIP Disk and CD-ROM

### E-MAILING

- We receive email via broadband and are therefore able to handle most large files
- If you wish to supply work in PDF format, please ensure the file is distilled at a minimum of 300dpi (disable 'downsample' in the job options menu). All fonts are embedded

### SOFTWARE

We use these software programs for the Apple Mac System:

- InDesign CS2
- PageMaker 7
- QuarkXpress 4.0
- Photoshop CS2
- Freehand 10
- Illustrator CS2

(Word documents are suitable for text only – please send images separately)

### MICROSOFT FILES

- MS Word – Use for text only. Please save text as Rich Text Format (RTF)
- Supply links / images separately. DO NOT embed within document

• We are NOT able to accept MS Publisher, CorelDraw or Powerpoint files

