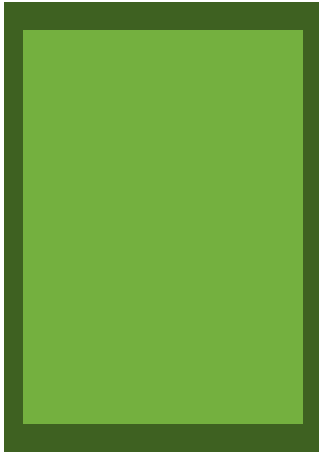


Food New Zealand Advertising Sizes and Specifications



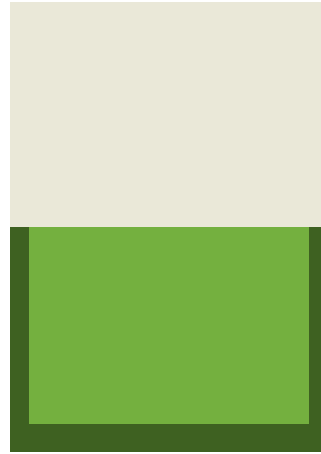
FULL PAGE A4

- Basic size: 185mm x 260mm
- Bleed size: 210mm x 297mm



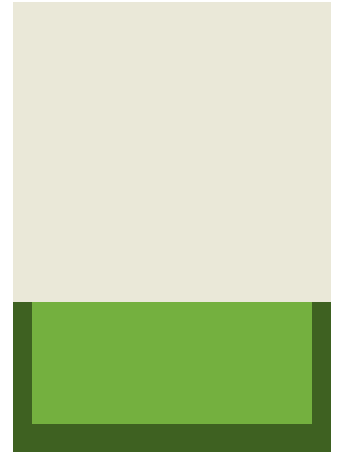
HALF PAGE VERTICAL

- Basic size: 90.5mm x 260mm
- Bleed size: 103.5mm x 297mm



HALF PAGE HORIZONTAL

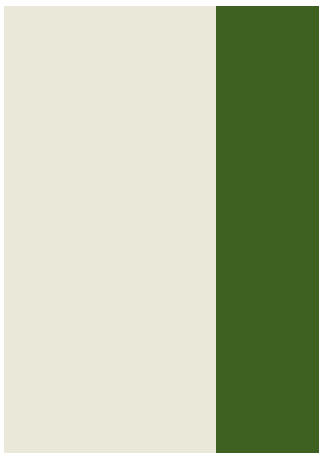
- Basic size: 185mm x 128mm
- Bleed size: 210mm x 145mm



THIRD PAGE HORIZONTAL

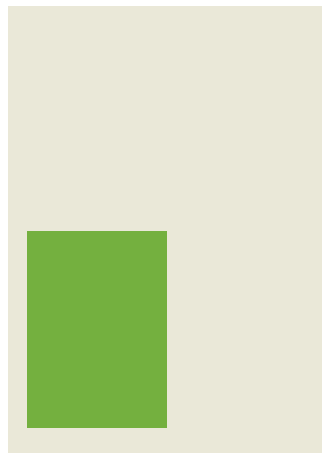
- Basic size: 185mm x 84mm
- Bleed size: 210mm x 101mm

'Basic size' refers to the margins used in FoodNZ. 'Bleed size' refers to using the full page width and height available. Use either size at your discretion depending on the look you are after. For all adverts, please add at least 3mm bleed and trim marks to your artwork.



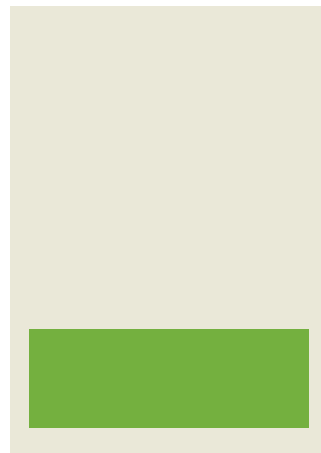
THIRD PAGE VERTICAL

- Bleed size: 72mm x 297mm



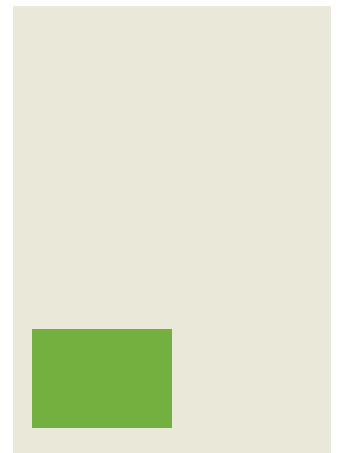
QUARTER PAGE VERTICAL

- Basic size: 90.5mm x 128mm



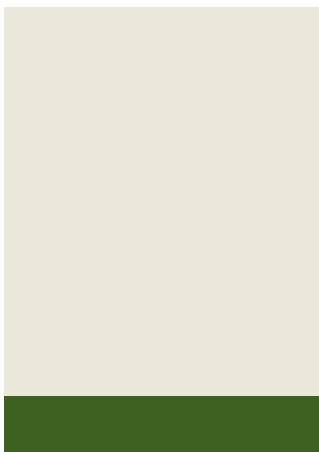
QUARTER PAGE HORIZONTAL

- Basic size: 185mm x 62mm



EIGHTH PAGE

- Basic size: 90.5mm x 62mm



STRIP

- Bleed size: 210mm x 40mm

NOTES:

- For all adverts, please add at least 3mm bleed to the sizes above
- Supply adverts as CMYK. Do not supply files that contain RGB colours. Convert all spot colours to process
- Embed all links when supplying working files
- Convert all type to paths when supplying working files
- All images should be supplied at 300dpi
- Format for PDF's: PDF/x-1a:2001
- Other acceptable formats: hi res cmyk TIFF, hi res cmyk JPEG
- Unacceptable formats: Microsoft Office (Word, Publisher, Excel etc), CorelDRAW, GIF, BMP

SUPPLYING YOUR ADVERT FILES

Please email your adverts to: anne@peppermintpress.co.nz

Please include the name of the organisation who the advert is for and your own contact details.