# WINESTATE

booking & material deadlines

	Booking Deadline	Material Deadline	ON SALE
MARCH <sup>2015</sup>	19th January	26th January	First week of March
MAY <sup>2015</sup> /June	2nd March	9th March	Last week of April
JULY <sup>2015</sup>	27th April	4th May	Last week of June
SEPTEMBER <sup>2015</sup> /October	29th June	6th July	Last week of August
NOVEMBER <sup>2015</sup> /December	24th August	1st September	Last week of October
SPECIAL Edition <sup>2015</sup> Wine of the Year	12th October	19th October	First week of December
ANNUAL best of 2015 January/ February <sup>2016</sup>	16th November	23th November Special Material sizes please refer to: ANNUAL Edition - artwork sizes or www.winestate.com.au	Last week of January 2016 Re-Released July 2016

Winestate Publishing 81 King William Road, Unley 5061 South Australia, phone (08) 8357 9277 fax (08) 8357 9212 e-mail sales@winestate.com.au website www.winestate.com.au

These guidelines for supplying artwork to WINESTATE are designed to ensure our clients get the best possible print result. If you have any further questions please do not hesitate to call your advertising consultant.

artwork sizes			
	Trim size	with 5mm bleed	FOLD
Double page:	420mm wide x 297mm deep	430mm wide x 307mm deep	- outter
Insure type is 15mm from the gu	tter. Keep all important information 10mm fr	om the top and bottom of your page.	guttor
Full page:	210mm wide x 297mm deep	220mm wide x 307mm deep	
Insure type is 15mm from the gu Keep all important information 1	tter, remember your advertisement could be 0mm from the top and bottom of the page.	on a left or right hand page.	gutter
Half page vertical:	90mm wide x 270 mm deep	N/A	1 m.
Half page horizontal:	178mm wide x 135mm deep	N/A	
Third page vertical:	59mm wide x 270mm deep	N/A	1
Third page horizontal:	178mm wide x 90mm deep	N/A	
Quarter page square:	90mm wide × 135mm deep	N1/A	
Quarter page horizontal:	178mm wide × 68mm deep	IN/A	_
1/6 page:	55mm wide x 135mm deep	N/A	
1/8 page CLASSIFIED:	87mm wide x 65mm deep	N/A	

the wine & spirit <b>insider</b> cover	specifications
Trim size	with 5mm bleed
210mm wide x 297mm deep	220mm wide x 307mm deep

Insure type is 15mm from the gutter. Keep all important information 50mm from the top of the page and 10mm from the bottom of the page.

### supplying images to WINESTATE

When sending images please DO NOT downsize the file when e-mailing.

- If images are too big to e-mail please burn to a CD and post.
- ✓ RGB JPGs, EPS and Tiff's will be accepted.

X DO NOT supply images in Word files or Power-Point.

Allow 50mm from the top the wine & spirit insider to allow for the masthead 5mm bleed New Ray

# WINESTATE

material requirements

## ANNUAL EDITION ONLY

These guidelines for supplying artwork to *WINESTATE* are designed to ensure our clients get the best possible print result. If you have any further questions please do not hesitate to call your advertising consultant.

artwork sizes - ANNL	JAL Edition		
	Trim size	with 5mm bleed	FOLD
Double page:	488mm wide x 305mm deep	498mm wide x 315mm deep	gutter
FOLDwith sizewith simm bleedFOLDDouble page:488mm wide x 305mm deep498mm wide x 315mm deep			
Full page:	244mm wide x 305mm deep	254mm wide x 315mm deep	
Insure type is 15mm from the gutte Keep all important information 10n	er, remember your advertisement could be c nm from the top and bottom of the page.	on a left or right hand page.	gutter
Half page vertical:	102mm wide x 274 mm deep	N/A	
Half page horizontal:	208mm wide x 137mm deep	N/A	
Third page vertical:	67mm wide x 274mm deep	N/A	
Third page horizontal:	208mm wide x 91mm deep	N/A	
Quarter page:	102mm wide x 137mm deep	N/A	
Quarter page horizontal:	208mm wide x 68mm deep		
1/6 page:	68mm wide x 135mm deep	N/A	

### supplying advertisements to WINESTATE

### 1 File Formats

We prefer files supplied as print ready PDF's. We also accept hi-resolution tiffs and eps files. Native files must be provided with links and fonts. If size permits you can e-mail advertisement to: production@winestate.com.au

### 2 Images

Each image you use should have the following attributes:

### L CMYK color mode

### 2. 300dpi (dots per inch)

Once the image has been converted to **300dpi** and is the size you need it in the advertisement, in Adobe Photoshop please view it at Actual Pixels (100%) (under View in main menubar). At any percentage other than 100%, you're probably not seeing a fully accurate view of your image.

### <sup>3</sup> Flatten artwork and embedded fonts

All artwork should be flattened. Layers in Photoshop should be flattened and ALL transparencies in InDesign flattened. All fonts must be embedded.

### 4 Gutter and trim

Make sure type is 15mm from the gutter, remember your advertisement could be on a left or right hand page. Keep all important information 10mm from the top and bottom of your page.

### 5 Blacks

All **black type** must be 100% black. For example C=0% , M=0%, Y=0%, K=100% (4 colour black will not be accepted) Solid blacks should be a rich black. For example C=20% , M=0%, Y=0%, K=100%



### 6 Hard Copies

Please provide a hard copy colour proof when supplying artwork.

- 7 Always check your artwork in Adobe Preflight before sending to WINESTATE See following page for more information.
- 8 Material to be supplied by deadline otherwise publisher reserves the right to repeat previous advertisement or charge for space booked.

### **SPECIFICATIONS** - covers

Print ready PDF files (300dpi, CMYK and fonts embedded) Hard copy proofs must be supplied with material.



5mm bleed





# Checking artwork in Acrobat 7.0 Professional Preflight

This is a MUST before submitting supplied artwork.

- 1 Open your PDF in Adobe Acrobat (version 7 shown in example).
- 2 Advanced (in main menubar) > Preflight



3 Click on "List all Images" > Execute



4 Click down on the information icon. This will list all the images in pixels per inch and the colour mode for all images. **Please make sure all images are 300dpi (ppi) and CMYK.** 

Profiles the Res Its 2 Page	
Menore X Heno	rt 🗐 Comments 🧟 Edit Options 🔹
Preflight check "List all	mages" found the following information:
All pages from	
V S Continuous tone image	resolution higher than specified (1 match on 1 page)
Summary	COD 1 C 4 492 120 -+ 200 0920 CHOK (1001
Page 1: Color image	699.164x483.179 pt 300.0839 ppi CMTK (ICC) overprint: or
Preflight information	
Show detailed information	about document
Show selected page element	nt in Snap view
0.0	Aug. Ale
100	Pretugnt
Profiles Results Re	part 🗐 Comments 🛃 Edit Options 🔹
Bur Balak shareh Hiller	Il images" found the following information:
Prenight check "List a	
Prenight check "List a	
All pages from	
All pages from	ge resolution higher than specified (1 match on 1 page)
All pages from Continuous tone image Summary	ge resolution higher than specified (1 match on 1 page)
All pages from     G Continuous tone imag     Summary     Page 1: Color imag	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt 150.00609 ppi RGB overprint: o
All pages from Continuous tone images Summary Page 1: Color images Suprementations	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt 150.00609 ppi RGB overprint: o
Prenight chock 'List a     All pages from     Ochtinuous tone imag     Summary     Page 1: Color imag     Overview     OPreflight information	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt 150.00609 ppi RGB overprint: o
Prengint check "List a     All pages from     Gontinuous tone imag     All pages 1: Color imag     Goreview     Overview     OPreflight information	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt 1 <u>50.00609 ppi RGB</u> overprint: o
All pages from     Continuous tone imag     All pages from     Ocontinuous tone imag     All pages 1: Color imag     Overview     OPreflight information	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt 150.00609 ppi RGB overprint: o
Prenight check 'List a     All pages from     Ø Continuous tone imag     ¥ @ Continuous tone imag     ¥ @ Page 1: Color imag     Page 1: Color imag     \$ Overview     Ø Preflight information	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt 1 <u>50.00609 ppi RGB</u> overprint: o
<ul> <li>Prelight check Ust at a second second</li></ul>	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt 150.00609 ppi RGB overprint: o
<ul> <li>Prelight check Ust a</li> <li>All pages from</li> <li>Continuous tone image</li> <li>Summary</li> <li>Page 1: Color image</li> <li>Overview</li> <li>Prefight information</li> </ul>	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt <u>150.00609 ppi RGB</u> overprint: o
<ul> <li>Prelight check List at a second second</li></ul>	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt <u>150.00609 ppi RGB</u> overprint: o
<ul> <li>Prelight check Ust a</li> <li>All pages from</li> <li>Continuous tone image</li> <li>Summary</li> <li>Page 1: Color image</li> <li>Overview</li> <li>Prefight information</li> </ul>	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt <u>150.00609 ppi RGB</u> overprint: o
<ul> <li>Prelight check List a</li> <li>All pages from</li> <li>Continuous tone images in the summary</li> <li>Summary</li> <li>Summary</li> <li>Summary</li> <li>Summary</li> <li>Summary</li> <li>Bpgg 1: Color images</li> <li>Overview</li> <li>Prefight information</li> </ul>	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt 150.00609 ppi RGB overprint: o
<ul> <li>Prelight check Ust a</li> <li>All pages from</li> <li>Continuous tone image</li> <li>I Summary</li> <li>Page 1: Color image</li> <li>Deprive</li> <li>Prelight information</li> </ul>	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt 150.00609 ppi RGB overprint: o
<ul> <li>Prelight check List at</li> <li>All pages from</li> <li>Continuous tone image</li> <li>Sammary</li> <li>Page 1: Color image</li> <li>Querview</li> <li>Prelight information</li> </ul>	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt <u>150.00609 ppi RGB</u> overprint: o
Prelight check List a     All pages from     V Continuous tone image     All pages from     V Southing to the form     All pages from     Page 1:     All pages from     Page 1:     All pages from	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt 150.00609 ppi RGB overprint: o
Prelight check List a     All pages from     Continuous tone image     Jan Summary     Jan Summary     All pages from     Poelight information     Show detailed informatic	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt <u>150.00609 ppi RGB</u> overprint: of m about document
All pages from     Penight check List a     All pages from     Continuous tone image     Age 1: Color image     Overview     Penight information     Show detailed informatio     Show selected page elem	ge resolution higher than specified (1 match on 1 page) ge 615.335x551.258 pt 150.00609 ppi RGB overprint; of n about document tent in Snap view

- 5 Other things to check:
  - List non-embedded fonts > Execute
     List transparent objects > Execute

# Creating a PDF from

It is important to start the export process with a clean file. Please make sure the document has been carefully proof read, all colours are correct, all fonts available and images are linked properly.

This can be checked in InDesignCS4: File>Package

### 1 File menu > export

### 2 Saving your Adobe PDF.

Select the location you would like to save your PDF, create a file name and > save.

### 2 General

Select 'WINESTATE' from the Adobe PDF Preset drop down menu. If this is the first time creating a PDF for Winestate, follow all the steps first and click on 'Save Preset' before you click Export.

Save Preset As:	WINESTATE	- (	OK.
		1	Cancel

Select PDF/X-4:2008 from the Standard drop down menu. Select Acrobat 5 (PDF 1.4) from the Compatibility drop down menu.

Adobe PDF Preset:	WINESTATE				•	
Standard:	PDF/X-4:2008		Compatibility:	Acrobat 5 (PDF 1.4)	•	
General	General					
Competentin Marka and Bindh Oulput Advanted Security Security Security	Description:	ni [Based on YoH, Print - new] [Based on YoH, Print - new] [Based on YoH, Print - new] [Based on YoH, Print - new] Ise these settings to create Adobe PPG focurrents that are to be checked or must conform to PP/X-42008, an ISO standard for graphic content extrange. For more information on creating PDF/X-4				
	Pages Al Range: 1 Spreads					
	Options Embed Pa Optime f Create Ta Export Laye	ge Thumbnais or Fast Web View gged PDF ers: Visble & Prir	v Distable Layers	View PDF after Exporting Create Acrobat Layers		
	Include Bookmaric Hyperlinks Visible Gui	e des and Baseline	Interactive E	Objects Jements Use Object Settings	•	

### 3 Compression

Colour Images > select 'Bicubic Downsampling to' from the drop down menu > 300 Pixels per inch for images above > 450 pixels per inch Compression > Automatic (JPEG) Image Quality > Maximum

Greyscale Images > select 'Bicubic Downsampling to' from the drop down menu > 300 Pixels per inch for images above > 450 pixels per inch Compression > Automatic (JPEG) Image Quality > Maximum

Monchrome Images > select 'Bicubic Downsampling to' from the drop down menu > 1200 Pixels per inch for images above > 1800 pixels per inch Compression > CCITT Group 4

Select > Compress Text and Line Art. Select > Crop Image Data to Frames.

Standard: I	PDF/X-4:2008		Compati	bilty:	Acrobat 5 (PDF 1.4)	
ewal .	Compression					
Comparison	Colour Images					
arks and bleeds	Bicubic Downsamp	aing to		300	pixels per inch	
Advanoed Security Summary		for images above:			pixels per inch	
	Compression:	Automatic (JPI	(G) •	1	Tile Sige: 128	
	Image Quality:	Maximum				
	Greyscale Images					
	Bicubic Downsamp	ing to		300	gives per inch	
		for im	ages above:	450	pixels per inch	
	Compression:	Automatic (JPI	iG) •		Tile Size: 128	
	Image Quality:	Naximum	•			
	Monochrome Imag	65				
	Bicubic Downsamp	ing to	•	1200	pixels per inch	
		for im	ages above:	1800	pixels per inch	
	Compression:	CCITT Group 4	•			
	Compress Text an	d Line Art		10	rop Image Data to Frames	

### 4 Marks and Bleeds

Click 'All Printer's Marks' will select all marks for the PDF. Click 'Use Document Bleed Settings' should be set at 5mm around the entire document. FILE > Document Setup > Bleed. \*Only add bleed if you are sending a full page, double page, or cover advertisements.

If you are sending a 1/6, quarter page, half or third page horizontal or a half or third page vertical you do not require bleed. Set Offset to 4mm.

Adobe PDF Preset: 1	KHL Print - new			
Standard: 1	PDF/X-4:2008 -	Compatible	ity: Acrobat 5 (PDF 1.4)	
Gerwal	Marks and Bleeds			
Compression	Marks			
Output	📝 All Printer's Marks	Typg:	Default 👻	
Advanced	Crop Marks	Weight:	0.25 pt -	
Security Summary	Bleed Marks	Offeet	* d mm	
	Colour Bars	ofeer	(m) *	
	Bleed and Skig			
	Use Document Bleed Settings			
	Bleed:			
	Top: 5 mm	Jinside:	5 mm	
	Bottom: 5 mm	Quitside:	0 5 mm	
	Include Slug Area			

## WINESTAT E

## material requirements

# Creating a PDF from InDesignCS4 cont.

### 5 Output

Colour Conversion should be set to No Colour Conversion. Inks – The only inks showing should be Process Cyan, Magenta, Yellow, Black. If you have other colours showing, you need to go to the **Ink Manager button**, and check on the **All Spot to Process box**.

Adobe PDF Prese	et: WINESTATE	
Standar	rd: PDF/X-4:2008 • Corre	thety: Acrobat 5 (PDF 1.4)
	- Outrad	
Seneral	output	
Marks and Eleeds	Colour	
bapat	Colour Conversion: No Colour	Conversion -
Advanced	Destination: N/A	*
Summery	Profile Inclusion Policy: Include A	8 RGB and Tagged Source CP/ +
	Simulate Overprint	Ink Manager
	PDF/X	
	Output Intent Profile Name: Coate	d FOGRA39 (150 12647-2:20 👻
	Output Condition Name:	
	Output Condition Identifier:	
	Contract Contractor Internation	
	Registry Name:	
	Description Position the pointer over a heading to view a description	n
Søve Preset	k Manager	Export Cance
Save Preset	x Manager	Epport Cance
Save Preset	KManager     Manager	Eppet Cance
Save Preset	K. Manageri k. Manageri B. Mar State Topo Topology B. Topology Topology B. Topology Topo	Duot Cence
Seve Preset.	Interview I	Eport Conce
Seve Preset	Manager         Host Pape         Host Pape <thl< td=""><td>Eport Cence</td></thl<>	Eport Cence
Save Preset	K Manager to the type lowery free to the type lower of the type to the type lower of the type lower of the type lower type lower of type lower of type lower type lower of type lower of type lower of type lower of type lower type lower of type lower of ty	Doot Cance
Søre Preset	Image:         Type         Description           Image:         Type         Description         Description           Image:         Type         Description         Description           Image:         Type         Description         Description           Image:         Type         Description         Description           Image:         Description         Description         Description           Image:         Description         Type         Description	Epect Conce
Save Preset	Manager           1         Ma         Type         Generity         Type           2         Research Gran         Manager         1           3         Research Manager         1         1	Eport Cance

### 6 Advanced

Job Definition Format should be un-ticked.



### 7 Security Does not need to be created.

Sgandard: POF/X-4/2008 Generation Compension Advanced Advanced Semmery Decomp Permittations	<ul> <li>igh (128-bit R)</li> <li>Password</li> <li>aword to ope</li> <li>int Open Pass</li> </ul>	Compatibility: C4) - Compatible with n the document word:	Acrobat 5 (PDF 1 Acrobat 5 and Lat	1.4) •			
Cerver Compression Compressio	igh (125-bit R Password sword to ope int Open Pass	C4) - Compatble with n the document word:	Acrobat 5 and Lat	ler			
Compession Nexts and Black Orapia Adveced Summary Decument Summary Decument	igh (128-bit R I Password sword to ope int Open Pass	C4) - Compatible with n the document word:	Acrobat 5 and Lat	te/			
Secret Decimal Secret Parallel Permissions	aword to ope ant Open Pasi	word:					
Summary Qocums Permissions	ent Open Pase	word:					
Permissions			Document Open Paseword:				
Use a passwo	ord to restrict	printing, editing and o	ther tasks				
Pg	Pgrmssions Password:						
The parameter is a	equired to spen the	e document in PDF editing ap	phonons.				
Prigt	ting Allowed:	High Resolution					
Chan	ges Allowed:	Any except extractin	g pages	*			
Finable cop	oving of text,	mages and other con	tent				
🖂 Enable tex	it access of sc	reen reader devices fo	r the visually impai	red			

### 8 Summary

Make sure nothing issues with creating your PDF under the Options list.

Adobe PDF Preset:	WINESTATE		•		
Standard:	PDF/X-4:2008	<u>Compatibility:</u> Acrobat 5 (PDF 1.4)	•		
General	Summary				
Compression Marks and Bleeds Output Advanced Security	Description: [Based on Yock, Peret - new] (Based on Yock, Peret - new] [Based on Yock, Peret - new] (Sound on Yock, Peret - New] Is a devided on Yock, Peret - new] (Sound Yock, Basel) Cardenia data pere and peret on the Acobia Cardenia (Sound Yock, Basel) Cardenia data where the Acobia Cardenia Cardenia (PEr Sourcesto Lan Leopend with Acobia International Cardenia (Sourceston) (Sourceston) (Sourceston) (Sourceston) Sourceston)				
Somey	Options:	ADD Flows 110057415 Convention Annual 1007140 Statelad Complexes PD/14-2006 9 General 9 Generation 9 Johns and Better 9 Advanced 9 Advanced			
	Warnings:				
<u> </u>	Save Summa	B.			

### 9 Save and export PDF

- A. If you regularly send artwork to WINESTATE Save Preset. Next time you can skip all the above steps.
- B. Export your PDF after you have gone through all the tabs.
- 1 Check PDF in Acrobat Preflight > See relevant page