# Advertising specifications

**Fonts**          Never use artificial bolding or italic simulations

Fonts must be outlined or embedded into final PDF to avoid default

**Typefaces**      It is recommended to use type sizes 7-point and higher

Typefaces in more than 2 colours should be sans serif and bold, no smaller than 10-point

Four colour type should be sans serif, bold, no smaller than 14-point

**Reverse Type**   All reverse type should be 9-point or greater

Reverse type between 9-point and 12-point should be bold and sans serif

All reverse type should be place in tints of over 60% density

Type with serifs or screens, reversed out of a 4-colour image
or colour, should be 12-point or greater in size

**Overprint Type**  It is suggested that coloured type not overprint background screens greater than 30% visual density

**Screened Type**  Type of a single colour should not be screened below 60%

Screened coloured type should be greater than 60% visual density and greater than 10-point sans serif bold

Avoid screening type styles with a fine to medium weight and those with serifs

**Colour**        Use only 100% black, not four colour black

Colour created from 2 colours should not exceed 180%

Colour created from 3 or 4 colours should not exceed 230%

Pantone & RGB clour need to be converted to CMYK

**Pictures**       A minimum resolution of 200dpi

**Image Area**    Full Page 260mm wide x 380mm deep

Half Page 260mm wide x 188mm deep