



# Specification

Femina: 1/3 page horizontal



## **Specification: 1/3 page horizontal**

### **Specifications**

#### **Format (W x H in mm)**

Type area:

179 x 78

Bleed format\*:

210 x 98

\*Bleed format: + 5 mm of cutting/cropping on the outer edges.

### **Technical specifications**

#### **Printing**

Swissprinters AG, Brühlstrasse 5, 4800 Zofingen

#### **Print method**

Offset

#### **Panoramic ads**

Deliver in one single piece.

#### **Ad elements with bleed**

To ensure they are not cut, ad elements with bleed must be moved 5 mm from the cut and the fold.

#### **Maximum ink limit (UCR)**

Maximum ink limit of 300%. We will not accept any claims in the event the editor is forced to modify material to comply with this limit.

#### **ICC profiles**

Profile to use: ISOcoated\_FOGRA45L. We will not accept any claims in the event the editor is forced to modify material.

#### **Imaging**

CTP : 2 400 dpi

#### **Delivery of the print material**

All deliveries should include the following information: applicant, sender and telephone number, size of the ad, title chosen, category, publication date and “subject” of the ad.

#### **Fonts**

Use Adobe PostScript Type 1 or OpenType fonts. If possible, avoid TrueType fonts. Do not use “bold” or “italics” features, but choose the desired thickness of the font directly in the text.

#### **Images**

Guidelines for analysis: 1/1 page at 300–400 pixels/inch

Import images at their actual size (±15%). Image compression: maximum JPEG quality.

#### **Digital proofs**

You will be required to submit a digital proof checked with Fogra V2.0 or higher. The use of this control tool is necessary to ensure the proper colorimetric reproduction of the ad. Without it, no claims will be accepted.

#### **Verification of visual completeness**

A reproduction of the advert is needed (digital proof, photocopy or fax) to check that the entire contents of the advert have been reproduced. Without it, no claims will be accepted.

#### **Submitted files**

PDF/X files with a minimum resolution of 300 dpi. All fonts, images and graphics must be included in the file. Don't forget the 5 mm bleed and the bleed marks.

### **Delivery**



**Publication day:**[nbsp]Sunday

**Deadline for reservation:**[nbsp]12 days before publication date

**Deadline for material:**[nbsp]10 days before publication date