Specification

encore!: 1/4 Page horizontal

28.03.2024



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Specifications

Format (W x H in mm)

Type area:	251 x 85
Bleed format*:	300 x 115

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

Technical specifications

Printing

Swissprinters AG, Rampe 1-3, 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: PSO_LWC_Improved_eci_icc (Fogra 45L). 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.

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.

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