



# Specification

Annabelle: 1/4 page horizontal (4-column)



## **Specification: 1/4 page horizontal (4-column)**

### **Specifications**

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

Type area:	193 x 60
Bleed format:	220 x 75

### **Technical specifications**

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Bleed ads: add 3 mm for bleed on all four edges. Keep all matter that must not be trimmed within a safety margin of 8 mm from final trim size.

Position of type area: margins: face 12 mm, gutter 15 mm, head 15 mm, foot 16 mm.

Where text or graphic elements extend across the gutter, to avoid them being concealed by the adhesive binding, a safety margin of 10 mm should be observed.

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#### **Print documents**

Only digital delivery of documents possible. The standard data delivery format is a PDF file. This is preferred to delivery of other file formats.

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#### **Data delivery**

All transferred data must include the title, issue number, customer name and a keyword for the subject (e.g. annabelle15\_customer\_keyword.pdf).

[nbsp]

#### **Ready-to-print digital templates**

PDF format: High-end PDF (embedded fonts). Settings: <http://www.pdfx-ready.ch>

Format/positioning: The document size should match the correct positioning of the advertising space paid

Images: CMYK (no RGB color space)

Image resolution: 300 dpi

[nbsp]

Please note: files not meeting the stated specifications will have to be resubmitted.

[nbsp]

#### **Data transfer**

E-Mail [anzeigen@annabelle.ch](mailto:anzeigen@annabelle.ch)

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#### **Printing data**

Print process: Roll offset

Screen count: 60 frames

Profile content paper: PSO\_LWC\_Improved (ECI)

Dot shape: Elliptical

Starting tone: 4%

Total UCR: 280–300%

Colours: Euroscale

Grey balance: to ISO standard



Dot gain: to ISO standard  
Test tools: Ugra/Fogra media wedge  
Trim: 3 mm  
Spectrophotometer: GretagMacbeth Spectrolino/Spectroscan, SpectroEye

## **Delivery**

[nbsp]

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### **Data delivery**

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[nbsp]

### **Ready-to-print digital templates**

PDF format: High-end PDF (embedded fonts). Settings: <http://www.pdfx-ready.ch>

Format/positioning: The document size should match the correct positioning of the advertising space paid

Images: CYMK (no RGB color space)

Image resolution: 300 dpi

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Please note: files not meeting the stated specifications will have to be resubmitted.

[nbsp]

### **Data transfer**

E-Mail [anzeigen@annabelle.ch](mailto:anzeigen@annabelle.ch)

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