



# Specification

Annabelle: Publireportage



## Specification: Publireportage

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### Specifications

Gestaltung durch annabelle: CHF 3 000.–

Bilder und Text werden vom Kunden zur Verfügung gestellt

### 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: CYMK (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)

[nbsp]

#### 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

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[nbsp]

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