



Specification

Annabelle: Supplements specifications



Specification: Supplements specifications

Specifications

Print run

Total print run: 58 000 copies

Different marketing campaigns may cause variations in the print run.

AC/ASP

Agency Commission: 5%

Delivery

At the latest, 16 working days prior to publication date to:

(precise, binding date stated in the confirmation of order)

Swissprinters AG, Brühlstr. 5, 4800 Zofingen

Phone goods inward department:

+41 (0)62 746 33 60 / +41 (0)62 746 34 23

Delivery note must state: title (annabelle), issue number, date, customer name, quantity, number of pallets. Precise format (open and closed) and the precise weight and print run must be marked on the order. In the event of processing difficulties, completion of the printing run has priority. Any extra expense incurred as a result of incorrectly delivered materials will be invoiced. Separate specifications for loose inserts, bound inserts and tip-ins available upon request.

All prices are in CHF and subject to 7.7% value-added tax.

Technical specifications

Technical specifications

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.

[nbsp]

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.

[nbsp]

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

[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

Delivery

[nbsp]

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.

[nbsp]

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

[nbsp]