Specification

Tribune des Arts: 1/2 page horizontal

28.03.2024



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Specifications

Format (B x H in mm)

Type area:	186 x 134
Bleed format*:	220 x 150

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

Technical specifications

Print method

Offset

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.

Images

300 dpi for images and 2400 dpi for vector elements.

Digital proofs

You will be required to submit a digital proof checked with Fogra. 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.

Delivery

Publication: 8x per year

Booking deadline: see rate card (specials)

Copy deadline, see rate card (specials)

Delivery: annonces@tribunedesarts.ch