



# Specification

Luxe: 1/2 page vertical



## **Specification: 1/2 page vertical**

### **Specifications**

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

Bleed format\*:

102 x 280

\*+ 5 mm of cutting/cropping on the outer edges.

### **Technical specifications**

#### Printing

Stämpfli Publications SA, Wölflistrasse 1, P.O. Box 8326, 3001 Bern, Switzerland

#### 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: ISOcoated\_v2\_300\_eci.icc. We will not accept any claims in the event the editor is forced to modify material.

#### Imaging

CTP: 2400 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 Ugra/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.

### **Delivery**

Release: 4x per year

Booking deadline:[nbsp]see rate card (specials)



Copy deadline: see rate card (specials)