

Specification, technical information, deadlines and delivery address



Delivery - Deadlines

Files to be delivered 3 WEEKS before publication

Delivery address : Service Execution Télé 2 Semaines - 6 rue Daru - 75008 PARIS

Contact : 00.33.1.44.15.32.86/33.01 FAX: 00.33.1.44.15.34.06

In case of problem contact the international advertising department : 00.33.1.44.15.34.05

Spread page



Type area: : 382X 239

Bleed : 444 X 270

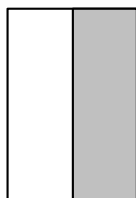
Single page



Type area:: 191 X 239

Bleed : 222 X 270

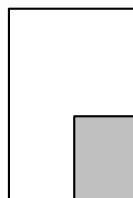
1/2 page Vertical



Type area:: 93X239

bleed : 110X270

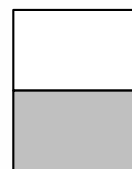
1/4 page



Type area: : 93X117

Bleed : 110X 130

1/2 page Horizontal



Type area: 191 x 117

bleed : 222 x x135

All measurements in millimetres.

⇒ **For bleed pages, please add 5 mm on all edges.**

⇒ **Do not forget to add the trim marks on each set of films and inside the ad, respect a margin of 5 mm where no text should appear.**

For inserts and special operations (such as pasted cards or samples, or flap covers) please contact us

1- Printing process:

- Cover: offset
- Body: offset

•File format

- PDF according the **GHENT PDF WORKGROUP SPECIFICATION: Magazine Ads_1v3** (www.gwg.org) see process on next page

2- Storage Media

We only accept CD ROM ISO 9660 (don't forget to set the Macintosh compliant option).

No more than ONE Ad per CD-ROM

Every CD must be clearly identify.

- On the CD, the name, and the date of the Ad

On the cover, the list of all the files burnt on the CD

3-File Naming

The following characters are forbidden in filenames : # & \$.

4- The proof

A digital proof, must be delivered with every CD

Reference proof: FOGRA 39L

The Proof will be used as a Target for the printed Ad.

Specifications for the proof :

- The proof must be generated **from** the file burnt on the CD
- There must be a Control Strip printed on the proof
- **DO NOT FORGET THE CUT MARK FOR THE BLEED**

Guarantees

Should the supplied material fail to comply with the attached technical specifications, an additional 250€ per page will be charged for adjustment to printer's standards.

Reproduction quality cannot be guaranteed if the printing material is delivered behind schedule. Unless otherwise instructed in writing, delivered materials (films, CD Rom) will be destroyed on year after last publication.

Technical objections are admissible, via recorded delivery mail, within one month after publication.

EN-pdf-ad-tutorial.pdf - Adobe Reader

Fichier Edition Affichage Document Outils Fenêtre Aide


1 / 1 75% Rechercher

How to produce PDF compliant with Ghent PDF Workgroup : MagazineAds_1v3 standard

1: Download settings from the Ghent Website

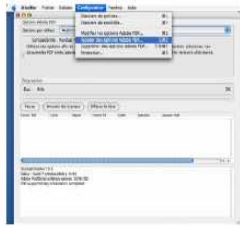
log on www.gwp.org
 clic on the left: Application Settings
 Under: Market segment, choose Magazineads and under Preflight/Creation, choose Creation

Download Settings according to your version of Acrobat Distiller and unzip it



2: install Settings in Acrobat Distiller


Open Distiller:
 Menu: Settings / add Adobe PDF Settings



then select the downloaded unzipped file:
 MagazineAds_1v3.joboptions


3: Settings for the Layout Software
 (in this example: InDesign CS2)

3-1: Disable color management in InDesign (under Edit / Color settings) and choose Emulate Adobe InDesign 2.0 cms OFF (or unthick: Enable Color Management in CS2-CS3)




3-2: Generating PostScript file

Menu File / Print Preset / Create...



choose as PostScript Printer Description (PPD) the same as the version of Distiller (i.e. Adobe PDF 7.0)

Screenshots are for Adobe CS2.



Under Advanced: Transparency Flattener choose: High Resolution

Output: Composite

Save these preset clicking on Save Preset...

Then click on Save to generate PostScript file. After the .ps has been created, Open Distiller and make sure default option is set to the one install at Chapter 2 (MagazineAds_1v3). Drag and Drop .ps file in the window of the Distiller. A PDF matching the MagazineAds_1v3 standard will be produced in the same folder as the initial PostScript file.

October 2008

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Démarrer Boîte de réception - Mic... Tanis 2009 APPM PP MANAGEMENT 2008.ppt GEO 2008.ppt EN-pdf-ad-tutorial.pdf 11:26