Magazine technical info

CLINICAL LABORATORY
INTERNATIONAL

TECHNICAL SPECIFICATIONS

Printing:	Web offset blanket/blanket
Paperstock:	70 grams LWC
Binding:	Saddle stitched
Final trim size:	210 x 297 mm (8 1/4" x 11 11/16")
Type area:	188 x 276 mm (7 3/8" x 10 7/8")
Bleed:	Min 12 mm (1/2") beyond trim size
	Live matter should always stay within type area

AD SIZES	DIMENSIONS (width x height)	
	mm	**inch**
1/9	60 x 86 mm	2 3/8" x 3 3/8"
1/6 square	92 x 86 mm	3 5/8" x 3 3/8"
vertical	60 x 132 mm	2 3/8" x 5 3/16"
1/4	92 x 132 mm	3 5/8" x 5 3/16"
1/3 island	92 x 178 mm	3 5/8" x 7"
horizontal	188 x 86 mm	7 3/8" x 3 3/8"
vertical	60 x 270 mm	2 3/8" x 10 5/8"
1/2 horizontal	188 x 132 mm	7 3/8" x 5 3/16"
vertical	92 x 270 mm	3 5/8" x 10 5/8"
Junior page	140 x 204 mm	5 1/2" x 8 1/16"
Full page standard	188 x 276 mm	7 3/8" x 10 7/8"
bleed	210 x 297 mm (trim size) + bleed	8 1/4" x 11 11/16" (trim size) + bleed
1/2 horizontal spread	396 x 132 mm	15 9/16" x 5 3/16"
Full page spread	396 x 276 mm	15 9/16" x 10 7/8"
Corporate news ad/Marketplace ad/Classified ad	60 x 40 mm	2 3/8" x 1 9/16"

DIGITAL FILE REQUIREMENTS

Required digital files
1. The advert file (in any of the accepted native or specific file formats).
2. The imported image files (tiff, eps or bitmap).
3. The Postscript Type 1 typefaces used in the advert file and in the imported or embedded files (both printer and screen fonts must be included, Truetype fonts are not accepted, for each style used a printer font must be included.)

Preferred file format
High resolution (certified) pdf (following the "IsoCoated_V2_300" specifications (www.eci.org).
Other accepted formats: TIF(F), Illustrator EPS, Photoshop EPS

Native software files
InDesign • Photoshop • Illustrator. When using Illustrator use only CMYK colours, convert typefaces (fonts) to outlines (paths).

Data Communications
FTP-server address: ftp.panglobalmedia.info
Username and password can be received upon request

Proofing
We require a proof accompanying the supplied advertising material. If you are not able to send a hardcopy proof for digital adverts, a PDF at screen resolution is sufficient. We do not regard PDF and desktop print material (e.g. from general-office and home printers) as an accurate colour proof.

GENERAL SPECIFICATIONS PROOFING

- Colours must be defined as percentages of CMYK with a maximum coverage of 310% i.e. cyan 100% – magenta 80% – yellow 100% – black 70%.
- The use of indexed, RGB, spot or pantone colours is not allowed.
- All images must be high resolution (300 ppi) CMYK colour or greyscale; bitmap images must be at least 1200 ppi.
- Do not reduce images less than 20% or enlarge more than 130%.
- Enlarging imported images decreases the final resolution and may affect the quality of the image.
- Do not stylize fonts. For each style used a printer font must be included.
- Do not use LZW compression when saving an image as TIF(F).
- Do not use JPEG encoding when saving an image as EPS, please use binary.
- Digital data carriers: CD-Rom, DVD or USB-stick
- Mailing address: PanGlobal Media
                "Name of the magazine"
                Av. Princesse Elisabeth 176
                1030 Brussels
                Belgium