

mybusinessmedia

Supplying Digital Advertising Material to Mybusinessmedia Publishers BV

The publisher prefers to receive advertising material digitally. You can create your DTP files on an Apple Macintosh with QuarkXpress, Adobe Illustrator and/or Adobe Photoshop. We accept QuarkXpress application files due to its wide spread availability but strongly recommend the “closed” nature and accuracy of PDF’s.

When supplying digital ad material on disc please note the following:

- the disc needs to be clearly marked with the name of the advertiser, account, title and edition;
- the disc is only allowed to contain information of the specific advertisement;
- the disc should be accompanied by a (colour-) proof representing the complete advertisement with possibly prints of all images in low resolution;
- mistakes in supplied files need to be corrected by the client unless agreed otherwise;
- the publisher accepts the following data carrier; CDR.

You can also supply your digital advertising material via Email or ftp.

- Via email: ntp@mybusinessmedia.nl (max. 8 Mb)
- Via ftp: please contact our Ad Traffic Department on forehand. +31 570 504 375
ftp.mybusinessmedia.nl loginname + password on demand

When supplying digital ad material via email or ftp we prefer a copy of the ad to be faxed to our Ad Traffic Department accompanied with the relevant copy Instructions. Telefax: +31 570 504 398
Your contact for reservations is José Schermer (telephone: +31 570 504 358 of E-mail: tijdschriften@mybusinessmedia.nl).

When supplying (DTP) files please note the following;

- Include all Screen- and Printer fonts, also fonts included in images/illustrations;
- When relevant, include all used QuarkXpress extensions;
- Do not use TrueType fonts, only Type1 fonts;
- Include all final Images (Tiff, EPS or Scitex CT); be consistent when naming files and do not change filenames used in documents. Low-res files need to be deleted from the documents.

Additional important information with regards to images/illustrations;

- Background cut outs; None
- Resolution: 300 Dpi
- Linework resolution: minimum 1600 dpi.
- Do not scale images more than 15% and no rotations
- Images in colour mode CMYK; NOT in RGB;
- Set colour separation: ON
- Please check that all dropout, overprint and trapping settings are done correctly.
- Bleed: 5 mm
- Live matter to be kept 10 mm from trim.

Proofs:

Please supply together with the last version of your digital advertisement a proof for position, or with Full Colour advertisements or advertisements with a spot colour a contract proof, at 100%. The proof needs to show crop-, centre- and register marks as well as colour bars for accurate colour reproduction. We would like to point out that digital desktop colour printers are not or insufficiently calibrated to press standards.

Portable document Format (pdf)

When supplying digital advertising material the publisher prefers to receive Pdf’s. Pdf is a document format, originally designed and launched by Adobe, aiming to make the digital delivery of print-ready advertising material to printers more efficient and more reliable than the delivery of application files such as QuarkXpress or Illustrator.

There are major advantages when using Pdf as a standard for delivering ad material;

1. Pdf’s are multi-platform i.e. can be created and viewed on PC’s and Macs;
2. The files are relatively small and can thus be efficiently transferred and/or copied;
3. Pdf is in principle a “closed” format resulting in less errors during processing;
4. Pdf’s can be easily created;
5. Printing plant are switching to pdf workflows so less –critical- file conversions required;

In case you require more information about supplying digital advertising material or in case you need assistance creating correct PDF files please contact our Ad Traffic Department at +31 570 504 375