

GROUPE TESTS

DIGITAL ADVERTISING: sending PDF files by Internet

In order for us to guarantee the printing quality of your advertisements we would be grateful if you could take the following recommendations into account. If you prefer to send us native files please see the document entitled «digital advertising: sending native files ».

Please note: the absence of a machine proof means that we cannot guarantee the print quality of the colours.

1. Generating a PDF file

The only format that we accept for adverts that are to be sent by Internet is PDF format. There are two steps to follow when creating a PDF file for printing: the creation of a Postscript file and the generation of a PDF from this Postscript file. To do this, you need to have previously installed Adobe Acrobat (the complete version with Acrobat Distiller) onto your computer. Please follow this procedure in order to provide us with PDF files that are adapted to publication on our pages.

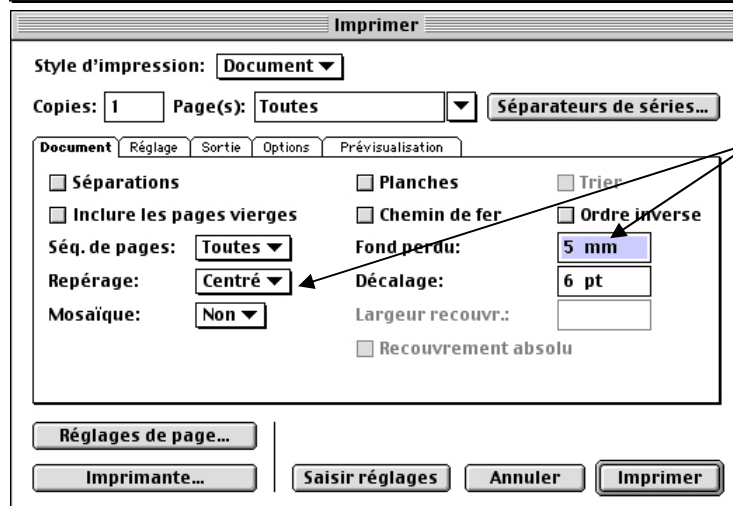
Creating a Postscript file

Reminder: before creating the Postscript file, check that all the images in your layout are in high definition (300 ppi) and in CMYK mode. You should also remember to create a bleed of 5 mm for full pages.



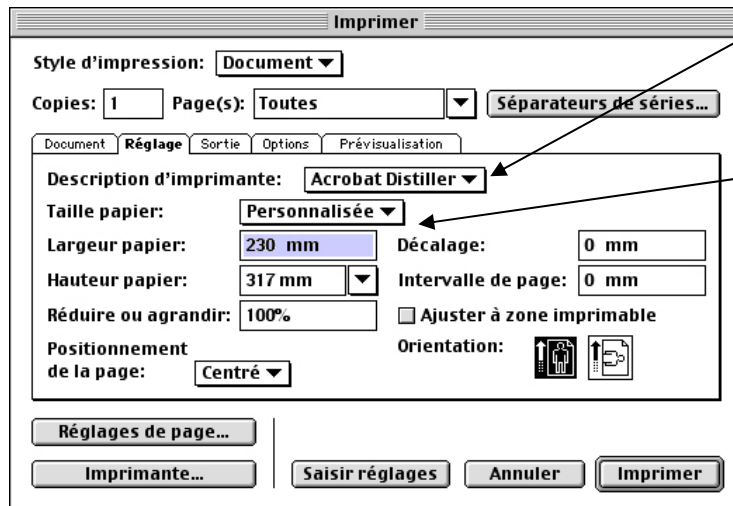
To save in Postscript go to the print window and select «File», then the «Print» option is replaced by a «Save» option.

(The computer will propose a location for your save.)



Then, choose the following settings (Quark Xpress 4.11 screens):

Choose «Centered» in the registration drop down menu and for full pages please state that you have a bleed of 5 mm.



Choose the «Acrobat Distiller» print option.

You should also choose a «Customised» paper size. We require that you leave a margin of 10 mm on each side of your page. (For example, for a format of 210 x 297 mm you need to have a page width of 230 mm and height of 317 mm.)

Important note: for multi-page documents, please create a Postscript for each page and an equal number of PDF files.

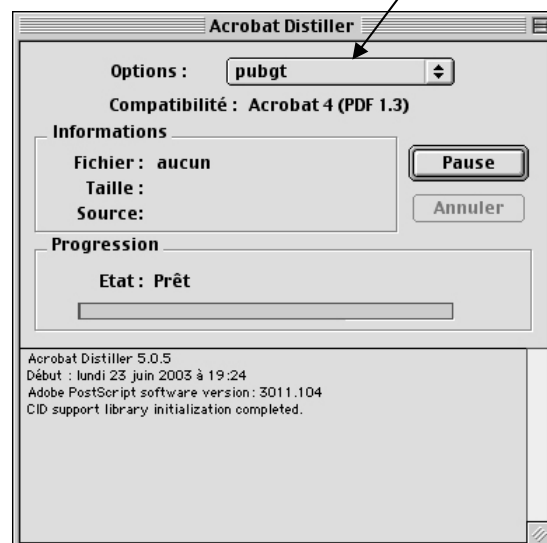
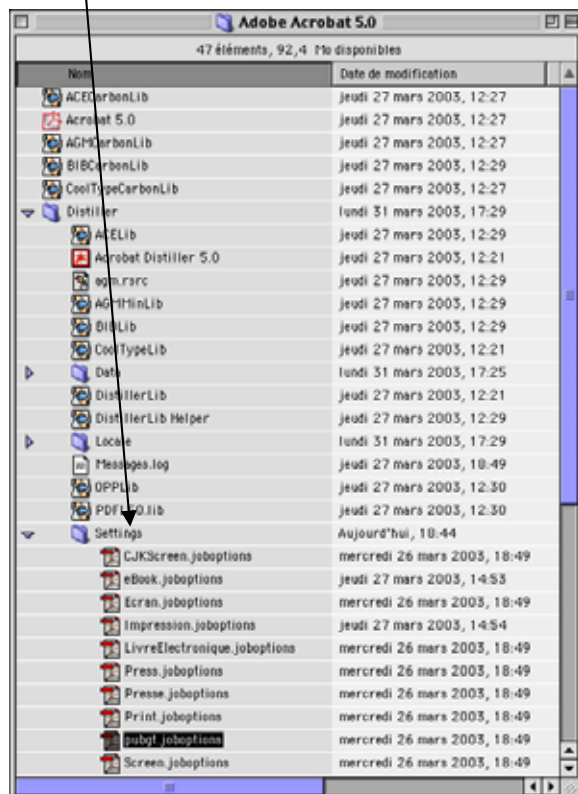
Setting and using Acrobat distiller

You need to create your PDF file with Acrobat Distiller version 4 or 5 and the settings file «pubgt.joboption».

If you have not received the settings file with this documentation, request one from the Groupe Tests publicity department.

Place «pubgt.joboption» in the «Settings» folder of Acrobat Distiller,

Then launch Acrobat Distiller and choose «pubgt» from the «Options» menu.



Acrobat Distiller is now ready to generate a PDF file in conformity with the technical specifications of Groupe Tests.

All you need to do is to drag the Postscript file containing your advertisement into the Acrobat Distiller window. Processing will then begin automatically.

The resulting PDF file is ready to be sent to us, but to help our departments to process it efficiently we would ask that you name your files with the name of the review, the publication number, and the name of the advertiser.

For example: 01info-1618-xxx.pdf

2. Sending the PDF file

Case 1: your PDF file is **less than 10 Mo**

Send it as an attachment to the address that corresponds to the publication that you have chosen:

01 DSI : pubnum.01dsi@groupe-tests.fr

01 Informatique : pubnum.01informatique@groupe-tests.fr

01 Réseaux : pubnum.01reseaux@groupe-tests.fr

Caractère : pubnum.caractere@groupe-tests.fr

Décision Micro & Réseau : pubnum.dm@groupe-tests.fr

Décision Distribution : pubnum.dd@groupe-tests.fr

Electronique (monthly) : pubnum.elm@groupe-tests.fr

Electronique International Hebdo : pubnum.eih@groupe-tests.fr

Mesures : pubnum.mesures@groupe-tests.fr

Micro Hebdo : pubnum.mh@groupe-tests.fr

L'Ordinateur Individuel : pubnum.oi@groupe-tests.fr

Télécharger : pubnum.telecharger@groupe-tests.fr

These inboxes have a limited capacity so please do not block them by sending e-mails of more than 10 Mo.

Please state in the title of your message the name of the review, the publication number, and the name of the advertiser.

Case 2: your PDF file is **more than 10 Mo**

Use our FTP server

(Contact the publicity department for parameters)

To ensure that your advertisement is dealt with as soon as possible, please contact the publicity department of Groupe Tests as soon as the transfer is completed.