
GROUPE TESTS

DIGITAL ADVERTISING: sending natives files

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 your files via the Internet please see the document entitled «digital advertising: sending PDF files by Internet».

1. Files to be provided

The layout:

- Send your files in **Xpress 4.11 or 5** format.
- Choose a **bleed amount of 5 mm** for full pages.
- Do not include any text less than 5 mm from the edges of the advertisement.
- The trim marks must be in the format of the advertisement.
- For double-pages, create a left page and a right page (no single pages).
- Separate all the colours in **CMYK**.
- Information: the black is in overlay, for a white type stock, use a minimum of a 7 point character size.
- Import the **images in 100%** (+ or – 10% tolerated).
- Screenshots accepted at 72 ppi but imported at 50% maximum.
- Remember to update your imports.

Images and illustrations:

- The authorised formats for imports are: **EPS Illustrator 8 or 9** for infographics, **Tiff or EPS** for images.
- The resolution must be **300 ppi, without compression**, and in **CMYK** mode.

Fonts:

- Don't forget to provide us with the desired fonts, which must be in **Postscript** (provide screen fonts and printing fonts).

2. File names

To help our departments to process your advertisements efficiently, please name your Xpress file with the name of the review, the publication number, and the name of the advertiser.

For example: 01info-1618-xxx

3. Supports

- Send your files on a CD-ROM. Please state clearly the contents on the box.
- Provide a **digital cromalin** of your advertisement (or equivalent) with the control range.

Please note!

Colour laser outputs are authorised as an indication for a colour but without guarantee (remember to provide proofs including the most recent modifications).