

# Technical information

# Guidelines for the supply of digital material

For all information see: [www.Medibelplus.be](http://www.Medibelplus.be)

## Colour tests

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If you wish to supply four-colour publications digitally, an accepted colour test must be provided along with it.

The following digital colour test systems are accepted:

- Iris proof
  - Digital cromalin
  - Kodak Approval
- We only accept colour tests of the PDF or TIFF/IT files supplied.  
In other words: the file name and date in the top left-hand corner must be the same as in the digital document sent on disc or electronically. We also request you to mention the name of your agency in the bottom right-hand corner.  
Please verify these points before sending us the advertisement.
- The colour test needs to include the following colour strips for four-colour printing: 100%, 95%, 50% and 5% of Cyan, Magenta, Yellow and Black + a grey strip of Cyan 50%, Magenta 42%, Yellow 42 % and Black 50%.
- The colour test must include the following grey strip for black-and-white publications: 100%, 95%, 50% en 5%K.

## Acceptable types of files

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- We can only accept final materials such as composit PDF 1.3 or TIFF/IT P1 files.
- All images in the page layout programme need to be TIFF or EPS in CMYK, and 300 dpi.
- Any other colour classifications such as LAB, RGB... are not permitted.
- All fonts must be embedded within the document, and should only be Adobe Type 1, not TrueType or Multiple Master.
- If you use spot colours / supporting colour, these need to be converted to CMYK before making a PDF or TIFF/IT.
- To create good PDF 1.3 files, you need Adobe Acrobat 4.0 or 5.0 + Acrobat distiller PPD.
- Please find enclosed version no. 3 of the workflows specifying how to correctly generate these file formats.
- The format of the TIFF/IT or PDF file must be the document format + 20 mm. In order words, a bleed of 5 mm top and bottom and 5 mm left and right must be provided around the cutting marks of the document.

We ask you to give a unique name per file and per publication.

## Printing information

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Maximum ink coverage: 310 %. Middle tone dot gain: 17 % ( $\pm 3$  % tolerance)

## TIFF/IT specifications

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TIFF/IT standard as described in the ISO 12639 document

**CT:** Continuous tone - 300 dpi resolution / **LW:** Line work - 2400 dpi resolution / **FP:** Final Page

# Guidelines for the supply of digital material

## Guidelines for preventing most problems

Do not use electronic bold or italic.

Do not embed ICC profiles in your image.

Colour images have 300 dpi resolution.

Line work has a resolution of 2400 dpi.

Place you images at 100%: enlarging them lowers the dpi value.

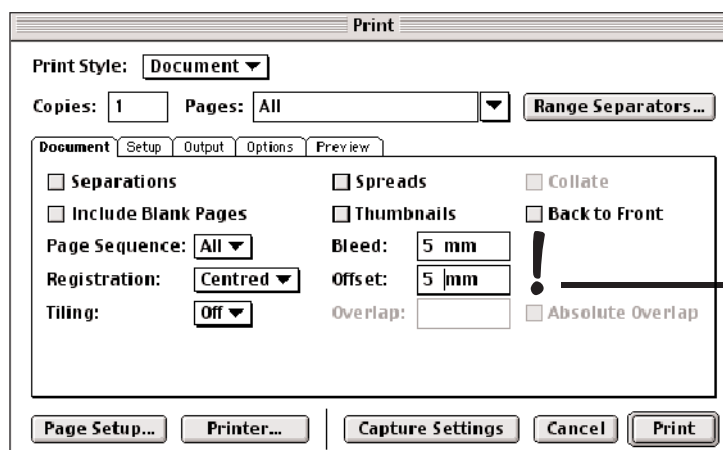
The following pages contain a workflow for creating a correct document.

The PDF/TIFF/IT must have a format equal to the size of the document + 20 mm.

This implies 5 mm bleed and 5 mm length for the registration marks around the document.

We also require a unique filename per document and one single document per disc and per language

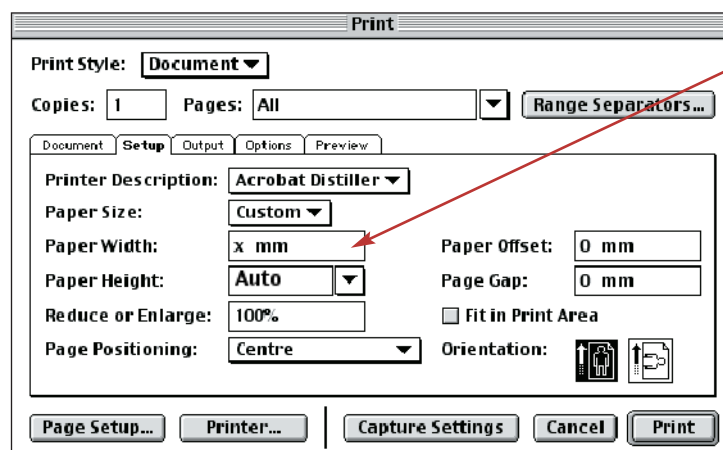
## Settings for creating a Postscript file in QuarkXPress 4.X



Offset in mm.

Screen 1

Print dialogue box / Document



Paper width = cut width + 20 mm

- Dag Allemaal, Joepie, TV-Familie - Blik  
Width: 22,8 cm

- Goed Gevoel, Netwerk-Netcetera,  
AutoWereld, Woef  
Width: 23 cm

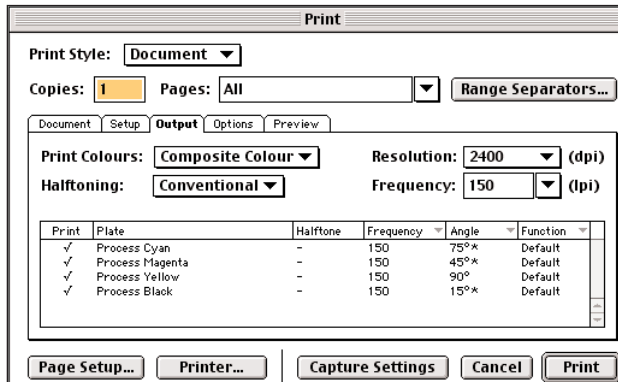
- Genieten  
Width: 24,5 cm

Screen 2

Print dialogue box / Settings

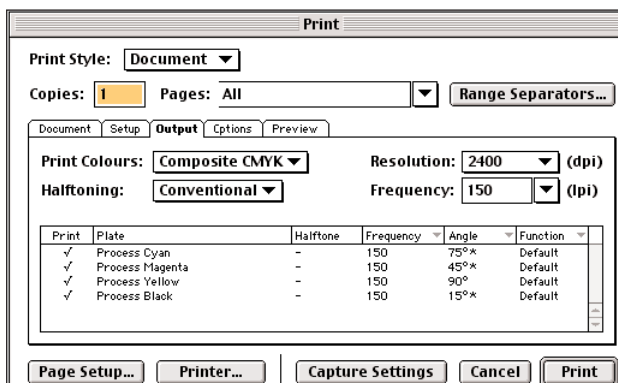
# Guidelines for the supply of digital material

Quark 4.04

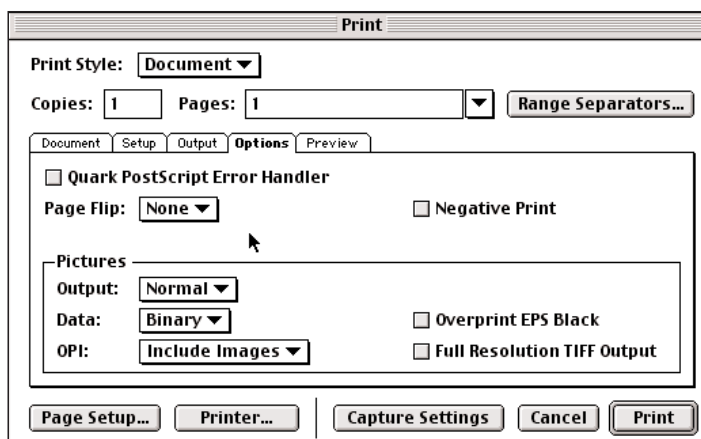


Screen 3  
Print dialogue box / Export

Quark 4.11

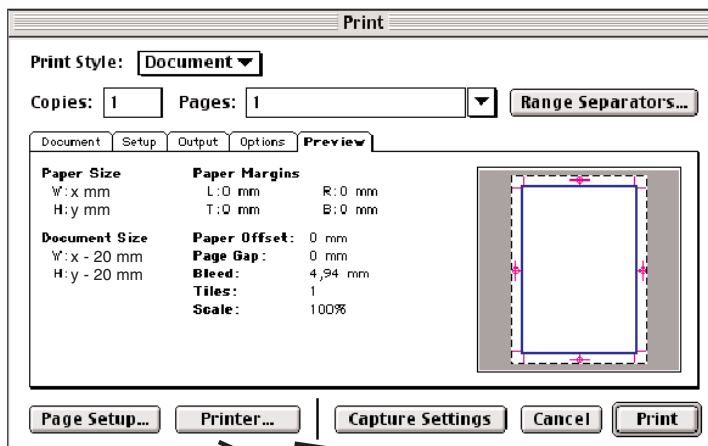


Screen 3  
Print dialogue box / Export



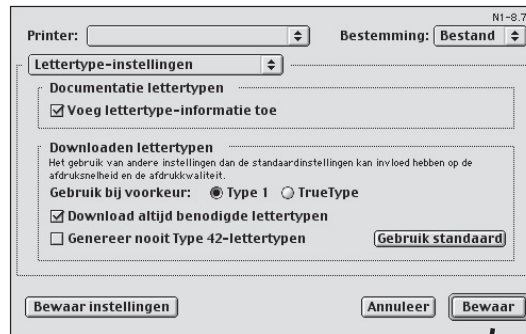
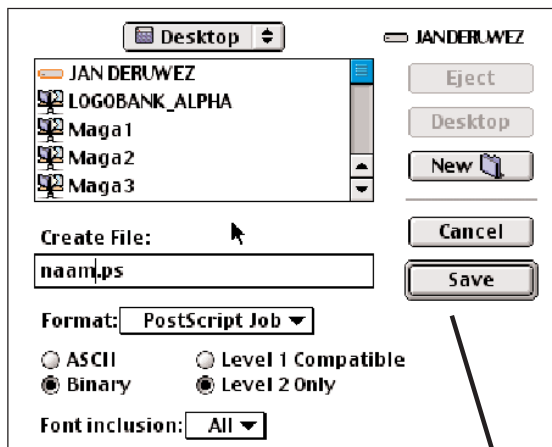
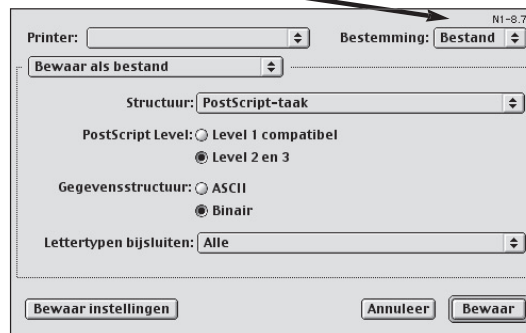
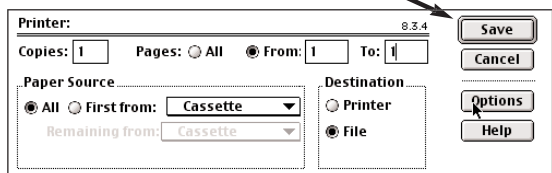
Screen 4  
Print dialogue box / Options

# Guidelines for the supply of digital material



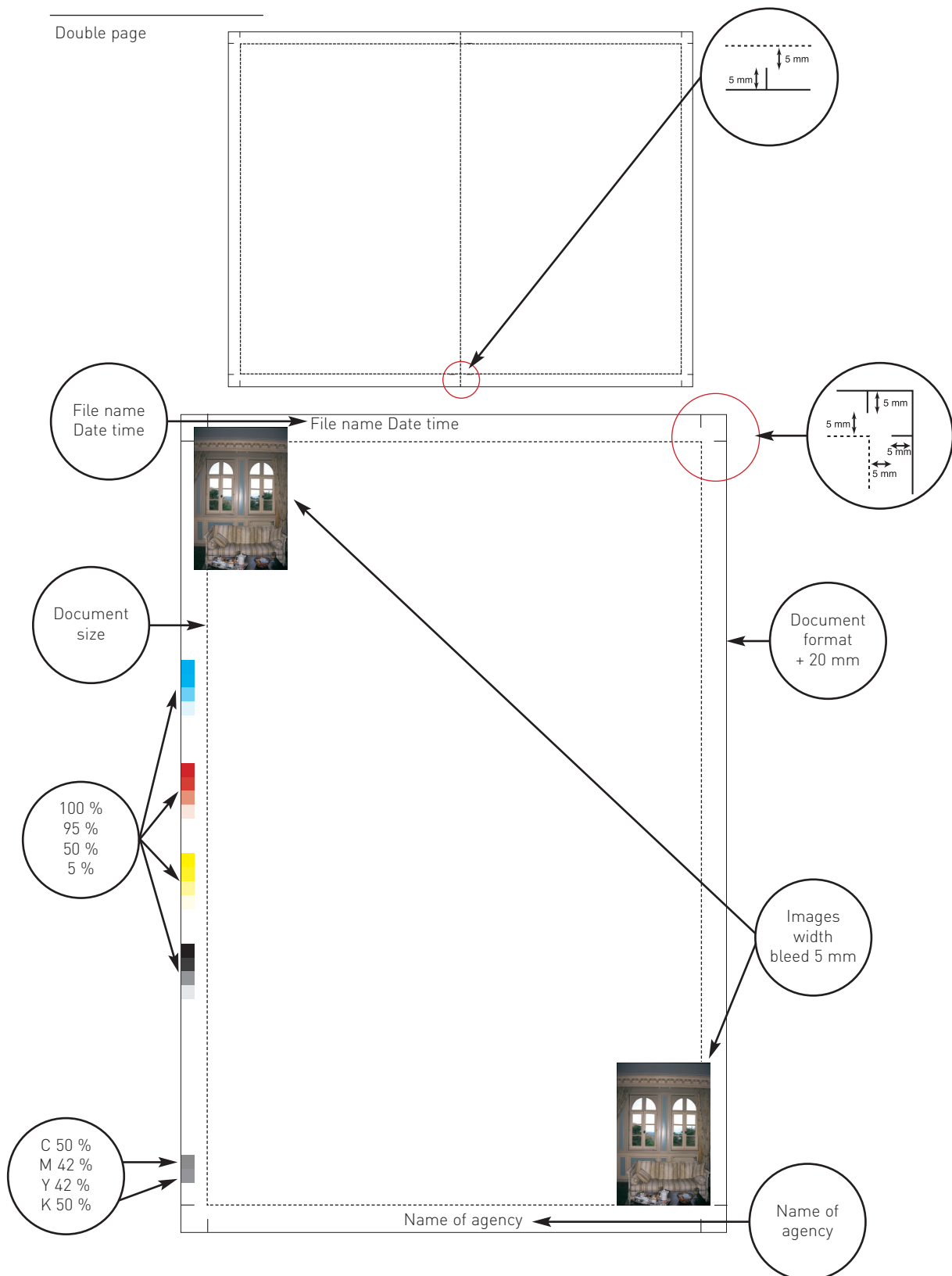
LaserWriter 8.3.4

LaserWriter 8.7



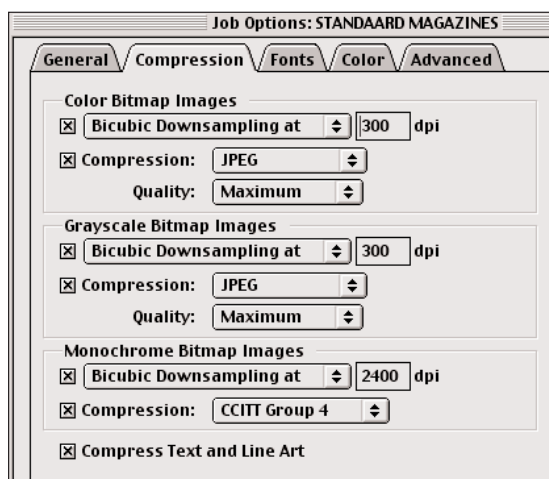
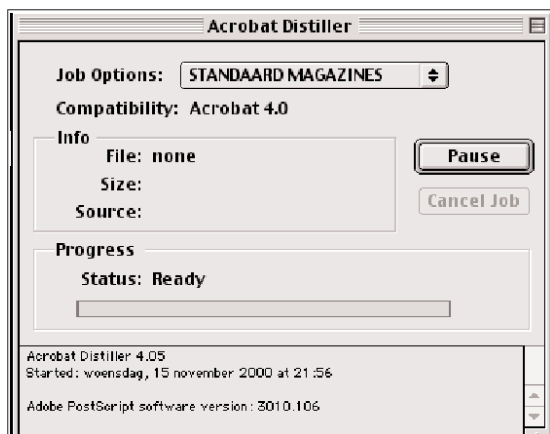
# Guidelines for the supply of digital material

## Page layout

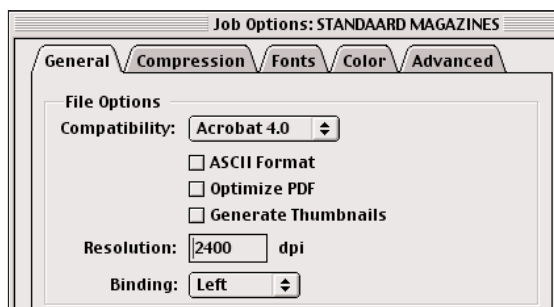


# Guidelines for the supply of digital material

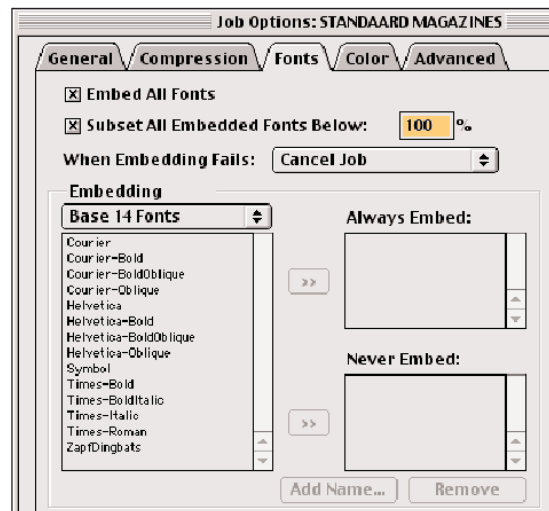
## Settings for creating an Adobe Acrobat 4.05 file



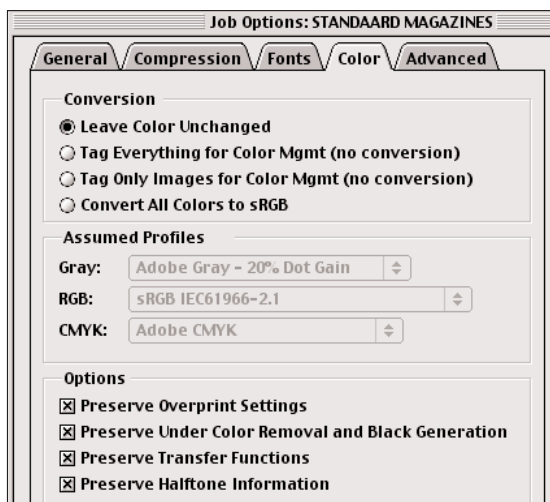
Screen 2 - Compression



Screen 1 - General



Screen 3 - Fonts



Screen 4 - Colour

Sizes = cut sizes + 20 mm

- Dag Allemaal, Joepie, TV-Familie - Blik:

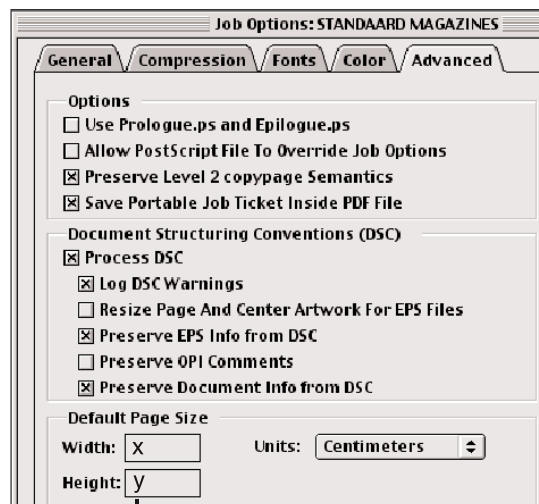
Width: 22,8 cm - Height: 29 cm

- Goed Gevoel, Netwerk-Netcetera: Width: 23 cm - Height: 32 cm

- AutoWereld: Width: 23 cm - Height: 28 cm

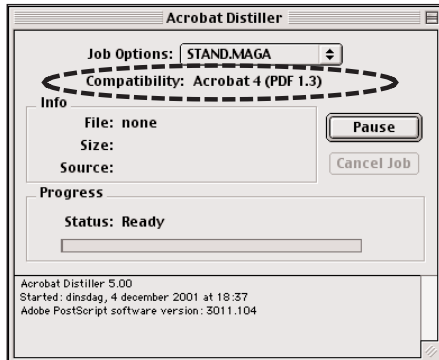
- Woef: Width: 23 cm - Height: 31,7 cm

- Genieten: Width: 24,5 cm - Height: 31,5 cm



# Guidelines for the supply of digital material

## Settings for creating an Adobe Acrobat 5.0 file



Sizes = cut sizes + 20 mm

- Dag Allemaal, Joepie, TV-Familie - Blik:

Width: 22,8 cm - Height: 29 cm

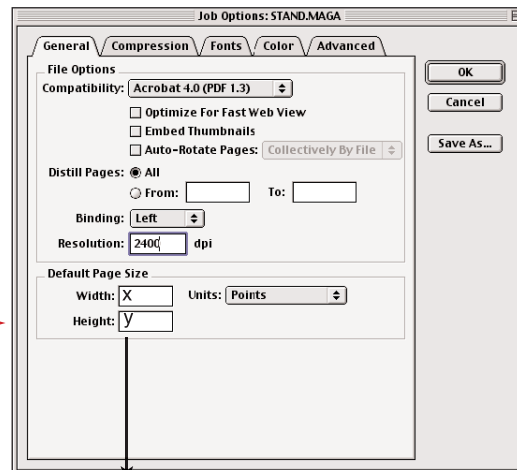
- Goed Gevoel, Netwerk-Netcetera: Width: 23 cm - Height: 32 cm

- AutoWereld: Width: 23 cm - Height: 28 cm

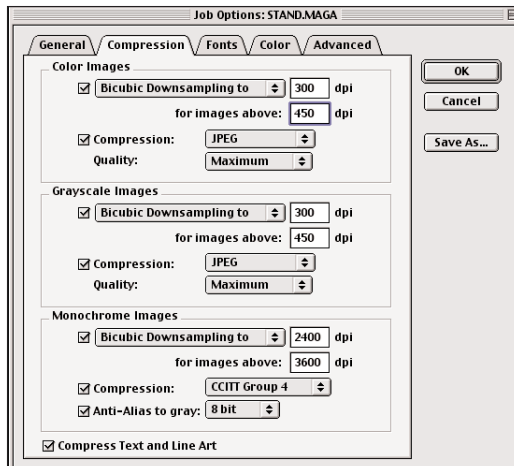
- Woef: Width: 23 cm - Height: 31,7 cm

- Genieten: Width: 24,5 cm - Height: 31,5 cm

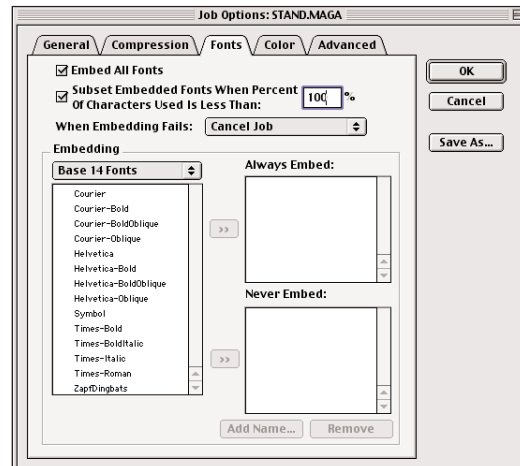
Screen 1 - General



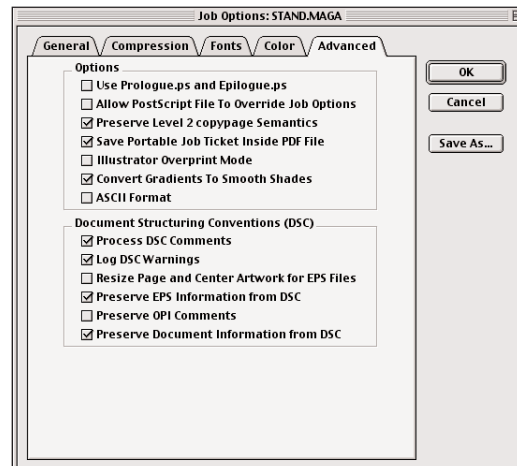
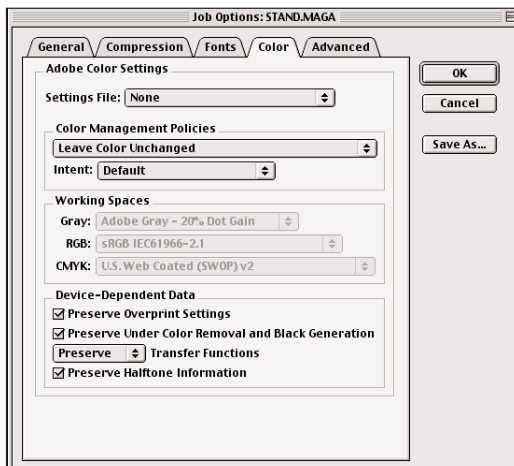
Screen 2 - Compression



Screen 3 - Fonts



Screen 4 - Colour





FAX: 02 454 23 81

TO: Administration Magnet regie

DATE:

FROM:

PAG.: 1

**PLEASE COMPLETE THIS FORM AND FAX IT TO THE NUMBER INDICATED ABOVE, WITH A PRINT-OUT OF THE ADVERTISEMENT.**

Material supplied on

- Cd - rom
- Dvd-rom
- with colour test

**Name of sender digital material** .....

**Advertiser** .....

**Magazine:**

- Dag Allemaal
- Expres
- TV Familie - Blik
- Joepie
- Goed Gevoel
- Genieten
- Netwerk
- Netcetera
- AutoWereld
- Woef

<b>Date of issue:</b>	<input type="text"/>
<b>Format:</b>	<input type="text"/>
<b>Filename:</b>	<input type="text"/>
	<input type="text"/>