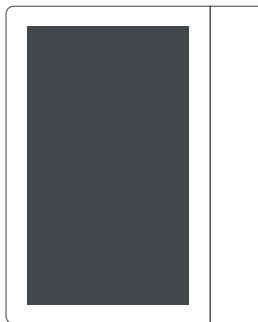




BRAND'S 2020 – GRAPHIC FORMATS

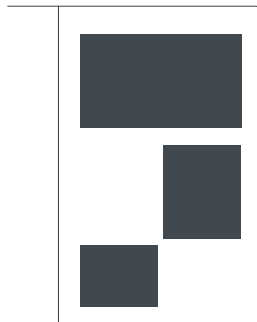
IMAGES

Article's opening image



minimum height 300 mm, 300 dpi

Article's images



minimum height 150 mm, 300 dpi

Full page images



230x320 mm, 300 dpi

ADVERTISING

(w x h – plus 5 mm bleed)

Full page



230x320 mm

How to send files

In Adobe Acrobat .pdf “closed” format (PDF / X-1a: 2011 and Acrobat PDF 1.3 compatibility or later) with all the necessary components incorporated (fonts, images, illustrations, etc...). Files generated with a resolution of **300 dpi** for printing - high print quality - and **CMYK** colour mode. Printing is done with Optoservice standard colour calibration. It is recommended, but not required, that the customer provides a test colour print that will be used for colour verification in the printing phase. If a test print is not provided, the publisher does not accept any liability for non-matching colours in prints created from the file sent by the advertising customer.

The publisher is not liable for the final colours and / or contents of the provided test prints and / or files that do not meet the required technical specifications.

Important

Files must be created with crop marks.
Do not add seamline within the files.