

Southbank Display Advertising

Technical specifications for print
production (May 09)



IPC Media, Southbank Display Production
Blue Fin Building, 110 Southwark Street
London, SE1 0SU



pass4press

IPC | ADVERTISING

Titles and sizes

TITLE		Full Page	½ Page (Vertical)	½ Page (Horizontal)	½ Page DPS	¼ Page (Square)	¼ Page (Vertical Strip)	¼ Page (Horizontal Strip)	Other as Specified
Living Etc.	Trim Bleed Type	289x225 295x231 260x196	289x110 295x116 260x96	142x225 148x231 128x196	n/a n/a n/a	n/a n/a 128x96	n/a n/a n/a	n/a n/a n/a	
Marie Claire	Trim Bleed Type	289x213 279x223	289x106 279x111 n/a	127x213 132x223 n/a	127x426 132x436 n/a	n/a n/a n/a	n/a n/a n/a	n/a n/a n/a	
Wallpaper	Trim Bleed Type	300x220 306x226 276x204	n/a n/a n/a	n/a n/a n/a	n/a n/a n/a	n/a n/a n/a	n/a n/a n/a	n/a n/a n/a	
Wedding	Trim Bleed Type	289x210 295x216 260x191	289x103 295x109 260x90	144x210 147x213 128x191	144x420 147x426 128x404	n/a n/a 128x90	n/a n/a 260x43	n/a n/a n/a	
Wedding Flowers	Trim Bleed Type	289x210 295x216 260x191	289x103 295x109 260x90	144x210 147x213 128x191	144x420 147x426 128x404	n/a n/a 128x90	n/a n/a 260x43	n/a n/a n/a	
Woman & Home	Trim Bleed Type	289x225 295x231 260x196	289x110 295x116 260x96	142x225 148x231 128x196	n/a n/a n/a	n/a n/a n/a	n/a n/a n/a	n/a n/a n/a	

Note – Sizes are in mm (depthxwidth). **DPS** files must be supplied as 2 single pages for all titles.

Digital File Format

- All files must be submitted as PDF/x-1a:2001 as per the pass4press guidelines outlined in version 8, the output intent should be set as per the information supplied later.

Specifications regarding PDF creation can be downloaded as a PDF file from www.pass4press.co.uk. Profiles are also publicly available from the ECI, please visit www.eci.org to download the relevant profile. If you choose to create your own profile, it must fall within the above characterisation set and the TAC must not exceed 300%

- All DPS files must be supplied as single page elements. There must only be one page to each PDF file. Each page must be supplied with an allowance of 4mm either side of the gutter
- Overprint settings should be set correctly in the source application
- A bleed area must be contained within the file when an image is intended to bleed
- The file should contain a Trim Box and crop marks

Digital File Format cont.

- Total area of coverage (TAC) of elements on a page should not exceed 300% for both text and cover pages.
- The number of pages in a PDF file should be exactly one
- A PDF file should not contain annotations that are set to print
- No object in a PDF should be transparent
- A PDF file must either have no crop box defined or a have a crop box set to the same size as the media box
- A PDF file should not be created with the Adobe PDF Writer product
- All files should be set up as composite CMYK. Files must be flight-checked prior to submission.

Digital Images

- All pictures within ads must be separated to the relevant printing condition as characterised by FOGRA 28L or 39L determined by the output intent
- All images should be supplied at a resolution of 300dpi
- Images should be converted to the above CMYK output condition in the native image-editing application, and not converted during the production of the pdf as unexpected colour shifts can occur
- Images should be placed in the layout application at 100%, and not scaled in the layout application. Any required resizing should be preformed in the image editing application
- Images using 16 bits per sample should not be used in PDF files
- Resolution of one bit images (either regular images or image masks) shall not be below 550dpi
- One bit images shall not use JBIG compression
- Images shall not use JPEG 2000 compression
- No transparent elements should be included, i.e. transparencies must be flattened

Type, Tints & Tones

- The first printing tone is 2% for web offset and 5% for gravure, note that catch lines will still drop out
- Minimum single colour tint accepted is 15%
- Minimum multi colour tint accepted for each ink is 8%
- Four colours in neutral areas should not exceed 260-300% for Web Offset (360% Gravure)
- Fine lettering (thin lines, serifs) should be restricted to one colour
- Type reproduced as solid is to be no smaller than 6pts
- All reverse lettering should be no smaller than 10pts, avoiding fine serif fonts
- No type should be placed within 10mm of the trim area
- All fonts must be embedded and subset
- A PDF should not contain white text set to overprint
- Embedded composite fonts which are not subset should not be used in a PDF file
- A PDF file should not use multiple master fonts or multiple master instances.

Proofing

- If an accurate, validated hard copy proof is not supplied, IPC Media cannot be held responsible for the reproduction of these advertisements.
- Please refer to the table which stipulates the required proofing profile and the recommended ECI conversion profile on a title by title basis
- Digital proofs must be 100% of the final size and must be produced from the exact pdf file supplied
- Digital proofs can be accepted from a range of devices. Please check the FOGRA website (www.fogra.org) for a list of FOGRA 28L or 39L accredited devices, based on the forthcoming ISO 12647-7 proofing standard
- All proofs must include the UGRA/FOGRA media wedge CMYK v2.2. This should be included outside the page area, reflecting the relevant output intent. The UGRA/FOGRA Media Wedge CMYK is intended for the monitoring of digital proofs and is used as a digital control aid to monitor the effect of imaging in CMYK mode. (<http://www.mediawedge.com>) Proofs should be validated using the wedge and a proof control system, please ensure that the approved sticker or full report is attached to the proof
- IPC Media requires that all proofs supplied for colour matching have an average Delta E tolerance of 2 (for optimum proof control and standardisation) No single patch should have a Delta E variation greater than 3
- IPC Media will make all reasonable efforts to ensure that the content is printed within the ISO 12647-2 printing condition.

File Delivery & Other

- Our preferred method of file delivery is via Adstream or AdSEND which create and validate PDF's to both the PPA pass4press standard and the Ghent PDF Group. For more information please see www.adstream.com or <http://new.adsend.com>
- All files must be clearly identified with magazine, issue date and client.
- If supplying files on disc, please use industry standard Media which must be write protected and contain only the file required for each advertisement.
- Alternatively, please contact the respective Ad Production Controller for the title concerned.
- IPC Media cannot guarantee the reproduction of any material that is supplied out of spec. We may at our discretion take reasonable action to convert the material in order to make it conform or we may refuse to accept it.
- As perfect bound publications cannot be opened out flat, there is always a certain amount of the page in the spine area that cannot be seen. Page elements should avoid this area (10mm margin in the back of each page is usual for perfect binding). Where an image goes across a spread in a perfect bound job, it may be necessary to compensate for that part of the image that is visually lost by recreating it within the visible page area. We would recommend "stepping" the image by 4mm in each direction (although this is not an exact science). This duplication must be contained within the final format. Where possible avoid pictures and diagonals across spreads as the final alignment cannot be guaranteed.

Output Intent – Profiles & Contacts

TITLE	Section	Print Condition	Paper Type	ECI Profile	Characterisation Data	Binding Type	Ad Production Contact
25 Beautiful Homes	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Nigel King 020 3148 5447
Beautiful Kitchens	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Nigel King 020 3148 5447
Country Homes & Interiors	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Paul Addison 020 3148 5445
Essentials	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Paul Addison 020 3148 5445
Hair	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Paul Addison 020 3148 5445
Homes & Gardens	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Nigel King 020 3148 5447
Ideal Home	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Nigel King 020 3148 5447
In Style	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Ron Scorey 020 3148 5446
Living Etc.	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Ron Scorey 020 3148 5446
Marie Claire*	Text Cover	Bespoke* ISO12647-2	1 & 2	ISO coated v2 300%	FOGRA 39L	Perfect Bound	Nick Percival 020 3148 5440
Wallpaper	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Nick Percival 020 3148 5440
Wedding	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Julia Wilson 020 3148 5444
Wedding Flowers	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Julia Wilson 020 3148 5444
Woman & Home	Text Cover	ISO12647-2 ISO12647-2	1 & 2 1 & 2	ISO coated v2 300% ISO coated v2 300%	FOGRA 39L FOGRA 39L	Perfect Bound	Ron Scorey 020 3148 5446

*Marie Claire

- Files must contain a trim box (set to the trim size of Marie Claire 269mm x 213mm)
- Pages must be created to include **5mm** bleed when required. Files must contain crop marks; these must not encroach into the bleed area and must NOT be embedded in the image area. UCR should be avoided
- Proofs MUST be produced from the PDF that is supplied. We require 100% of final size, customer approved GMG Epson proofs produced to the **PSR_ECI_HWC** standard.
 - Match Name: PSR_ECI_HWC
 - Proof Engine: GMG
 - Paper: GMG semi-matte 250gsm
- The proof must be produced using the relevant Profile's for the particular proofing device and paper type. They must also contain a FOGRA media wedge that when referenced against the relevant proof control target data passing the following tolerances.

DELTA E: AVERAGE: < 2.0 MAXIMUM: < 4.0
SUBSTRATE: < 2.0 PRIMARYS CMYK: < 3.0

Further details available from: www.prinovis.de/en/leistungen/technische_richtlinien/index.php

Marie Claire – General Design Considerations For Gravure Reproduction

- Please note: If you are advertising with a spread across the IFC and first text page in Marie Claire. There maybe a slight variation in colour due to the differing paper grades and print process, the covers are web offset and the text is gravure
- Black solids or headline type should have a 40% cyan tint applied
- Black text should overprint image areas and be made up of 100% black only
- Black lines should be 100% black with no other colours. Minimum line thickness 0.2mm
- Extremely thin and fine type, particularly with serifs, should be avoided
- Thin lines, box rules, small type matter and detail should be reproduced in one colour only to guarantee registration and clarity
- Reversed out type should be made using a minimum of colour
- Type matter or detail smaller than 15 point size should be reversed out of one colour only. Page format to include 10mm offset
- The Printer will NOT apply trap

