

# Sanoma Media – Repro Services 2012

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## From booking to insertion

To be certain that your advertisement will be inserted, you need to book space well in advance. You can find the deadlines for booking (or cancelling) advertisements on [www.sanomaadvertiser.nl](http://www.sanomaadvertiser.nl). When booking space, you need to provide the following information:

- the name of the advertiser and the account details
- the size of the advertisement
- the production specifications: black&white, black&white with 1 or 2 primary print colours, or full colour
- the magazine and issue of insertion
- any requirements or special wishes relating to the position of your advertisement in the magazine
- your insertion order number, purchase number or reference number

For sizes and spread options see the rate charts on [www.sanoma-advertiser.nl](http://www.sanoma-advertiser.nl).

## Reinsertion

Advertisements will be deemed to have been reinserted only if they are reprinted in the same form in the same magazine within 12 months.

## Advertisement archive

The supplied advertising materials will remain in the archive for one year from the date of publication, which means that to arrange for an advertisement to be reinserted you need only place an order to this effect. Sanoma Media cannot be held responsible for loss of or damage to the advertising materials.

## Printer's specifications for advertising materials

The advertising materials must comply fully with the reproduction specifications stated in this document.



### Proper production of your order

To ensure proper production of your order, please follow the guidelines below.

- Book space for your advertisement in writing or by e-mail and well in advance. Go to our website for instructions on how and when to supply advertising materials.
- Make sure that you give your insertion order number on booking.
- Supply materials on time and as agreed.
- Provide information on any changes by e-mail or in writing. Sanoma Media will always send you a confirmation of accepted changes by e-mail, provided we have your e-mail address.

E-mail your insertion order to the appropriate agency group within Advertising Care:

[Bureau90@sanomamedia.nl](mailto:Bureau90@sanomamedia.nl)

The conditions for supplying advertising materials and the reproduction specifications stated in this document were developed in consultation with our printing houses.

Sanoma Media Netherlands B.V. reserves the right to make changes in the specifications included in this document at any time.

All orders are accepted and executed in accordance with the Rules for the Advertising Industry (Regelen voor het Advertentiewezen), a copy of which is filed with the Registry of the District Courts and with the Chambers of Commerce in the Netherlands. Moreover, they are subject to the general terms and conditions of Sanoma Media Netherlands B.V., a copy of which is filed with the Chamber of Commerce for Amsterdam under number 2457.

The customer is responsible for the correct page setup. Sanoma Media Netherlands B.V. cannot in any way be held liable for any damages caused by the sending or use of the data files or data carriers supplied.



## Supplying advertising materials

### Supply method

You have to submit your material via our advertising portal [www.sanoma-adverteren.nl/aanleveren](http://www.sanoma-adverteren.nl/aanleveren). In order to do this, you need our reference number. You can find our reference number on the (provisional) order confirmation form.

If you want to submit your material in another way, please contact the department Advertising Care, tel.: 023 5 56 56 56.

### File format

We accept only print-ready advertising materials in PDF format prepared in accordance with the Certified PDF standards established for magazines in The Netherlands. These standards comply with the international guidelines.

For technical information and settings, please refer to Printarena (the industry organisation for communications media) at [www.printarena.nl](http://www.printarena.nl).

The advertisement page should be supplied in the form of a single-page PDF file (1 page per file). Supply 2 documents for a 2-page advertising spread. This also applies to full-page advertisements with one or more page segments, such as 'Uitklapper' adverts, for which you need to send a separate document for each page or segment of a page.

The total size of the document should match the size listed on the rate card.



## Guidelines and recommendations for creating advertising materials

The following checklist provides the most important guidelines, recommendations and reproduction specifications for the creating and supplying of advertising materials.

### Colour management

To achieve the correct colours, we print exclusively according to the norm. This means that the printing process is not adjusted manually, so you do not need to supply a colour proof. If you want your PDF file to be printed in correct colours or if you want to create a correct-colour image when print proofing or soft proofing, it is absolutely necessary that you use the correct ICC colour profile when converting your RGB files to CMYK and when creating internal proofs. The ICC profile is determined on the basis of the printing technique and the type of paper used by the particular publication.

**The appropriate ICC profile for each publication is given on [sanoma-adverteren.nl](http://sanoma-adverteren.nl)**

The colour profiles include simulations of average paper tints. Differences in tints can occur within each class of paper, especially among lightweight coated papers, and these can reproduce shades of colour differently. If you want the paper tint in your (soft) proof to correspond better to the print paper that will be used, we suggest using the following average lab values to adjust the paper white in the profile if desired:

<b>White</b>	L94	a0	b-3
<b>Yellowish</b>	L91	a0	b-2
<b>Greyish</b>	L91	a0	b-1

This adjustment must of course be made in a calibrated working environment. It is not possible to print with PMS colours. If you make a black&white advertisement with spot colours, there are two possibilities:

1. One primary printing colour. The black&white portion in combination with one of the primary printing colours: yellow, magenta or cyan.
2. Two primary printing colours. The black&white portion in combination with any colour that can be composed of two primary printing colours.

### Data layout

<b>Bleed</b>	<b>Non-bleed</b>
•••• centred on page within document distance from trim marks 5 mm centred registration 5 mm of trapping space all round	• centred on page within document • distance from trim marks at least 2 pts • centred registration • 5-mm white margin on top, side and bottom compared to product format



- The total size of the advertisement should match the size listed on the rate card. borders or images too close to the trim marks. If you do, some material might be lost when the magazine is trimmed.
- Keep in mind that 3 to 8 mm of extra space is trimmed from each page in the centre section of 5 of 6 stapled magazines. The amount of extra space trimmed is determined in part by the thickness of the magazine.
- Keep in mind that texts and images that run into the spine of the magazine might not match up exactly.
- The risk of this happening is greater in magazines with a glued spine than in stapled magazines. The amount of extra image trimmed from such advertisements will again depend on the thickness of the magazine and where the advertisement is inserted. We recommend that you position texts at least 4mm from the spine to prevent any text from being lost.
- The specifications for print space, trapping and trim marks apply to advertisements of all sizes.
- Check for corner marks.
- Check the readability of text that runs over an illustration.

#### **Data structure**

All data types must be composite CMYK.

#### **Overprinting**

Your layout program has an option that allows you to indicate which elements in your advertisement need to be overprinted. You can use this tool to achieve certain creative effects. However, it is very important that you check the final PDF file with the overprint option switched to ON. For technical information and settings, refer to the CMBO (the industry organisation for communications media) at [www.CMBO.nl](http://www.CMBO.nl).

#### **Recommended minimum measurements for line work**

- Single-coloured lines: offset printing 0.10 mm, gravure printing 0.15 mm
- Multi-coloured line: 0.20 mm
- Positive text: single colour 6 pts, multi-coloured 9 pts
- Negative text: sans-serif 9 pts bold, serif 12 pts bold
- Trapping: 0.05 mm (0.144 pt)

#### **Maximum colour value of fonts**

The maximum CMYK colour value is 240%. Black fonts in colour printing should be prepared as CMYK = 0-0-0-100%



## CMYK image composition

**Using the correct ICC colour profile when transferring the images will cause the following to happen automatically.**

The maximum colour values of CMYK images according to the ICC colour profiles are as follows:

- 340% for gravure printing on all paper types
  - 340% for sheet offset on woodfree coated paper
  - 310% for sheet offset on uncoated paper
  - 300% for rotation offset on woodfree coated and lightweight coated papers
  - 280% for rotation offset on machine-finished coated paper
  - 260% for rotation offset on supercalendered paper
  - 240% for rotation offset on newsprint
- Images for gravure printing on uncoated paper should be created in skeleton black in accordance with the ICC colour profiles; sepia-type images are also skeleton black in accordance with the following specifications:

	<b>Black is dominant</b>		<b>Colour is dominant</b>
<b>% Black</b>	> 10 20 30 40 50 60 70-100	<b>% C, M, Y</b>	> 10 20 30 40 50 60 70-100
<b>max. % C, M, Y</b>	> 0 2 5 10 20 45 *)	<b>max. % Black</b>	> 0 2 5 10 20 45 *)

\*) All tint values are permitted

