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beyond advertising

Medibel+

Guidelines for print

Directives for a print PDF in conformity with Medibel+ guidelines

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1. The size

Respect the required dimensions for your advertisement. All available sizes can be found on the site of Trustmedia (https://trustmedia.be/en/node/131)

Newspaper
no bleed, the exact size is sufficient

Magazine
bleed of 10 mm (obligatory on each side of the advertisement) so we can correctly process your material
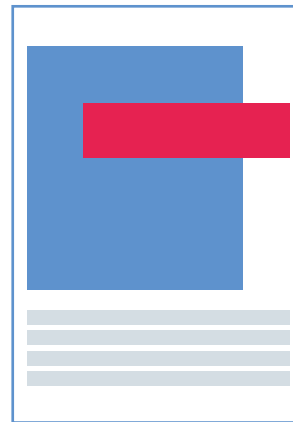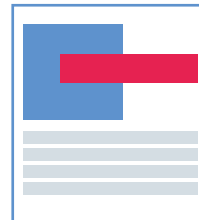
Pano
double page in magazine
• 1 PDF, not 2 separate PDFs
• bleed of 10 mm (obligatory on each side of the advertisement) so we can correctly process your material

Newspaper
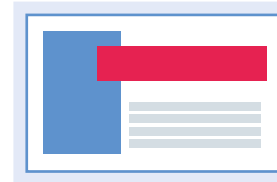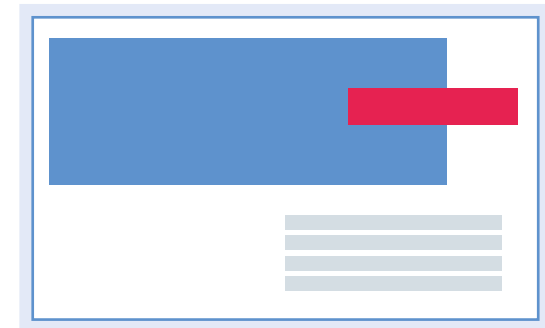Advertisement page

Advertisement

Magazine
Page

Pano / Double page

Half page

10 mm obligatory bleed on each side (left, right, up, down)

More information on the site of Medibel+ · http://www.medielplus.be

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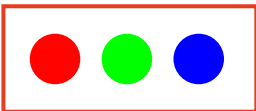beyond advertising

2. The colours

Print (magazines and newspapers)

convert all used colours (images, text, logos, background colours ...) to **CMYK**. All newspaper ads are printed on the salmon pink font of the newspapers. Colour spaces such as RGB, PANTONE, indexed colours, Lab-colour mode ... will not be accepted.

No go
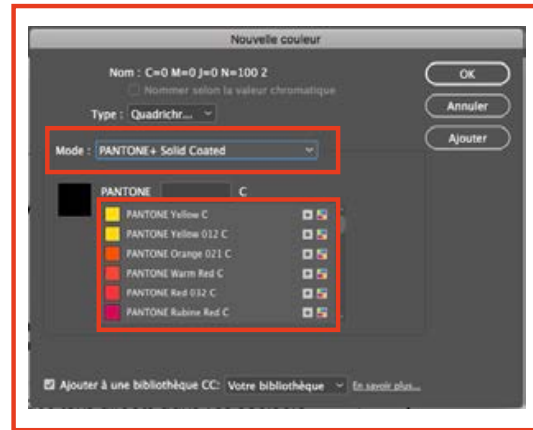
No go

Yes go
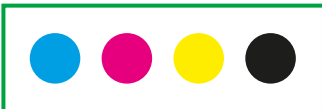
Yes go
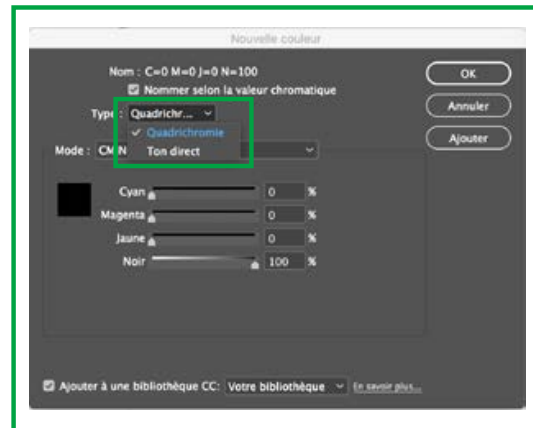
3. Images

- Respect the minimum required resolution for images (don't use the standard resolution for web 72 dpi)
- Convert images to the CMYK colour space in format TIFF, EPS or JPG
- Make sure all images are embedded in the PDF

Newspaper

200 dpi (normal)
800 dpi (bitmap)

Magazine

300 dpi (normal)
1200 dpi (bitmap)

Note: images/sizes that are too heavy make the PDF heavier

More information on the site of Medibel+ - http://www.medibelplus.be

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4. ICC profiles

We recommend to use the ICC profile
IsoCoatedv2.
Since the use of the correct colour profile
is very important for an optimal printed
result, please include the used profile in
the file name fo the ad: "name_IWC.pdf".

An alternative is the **IsoNewspaper26v4**
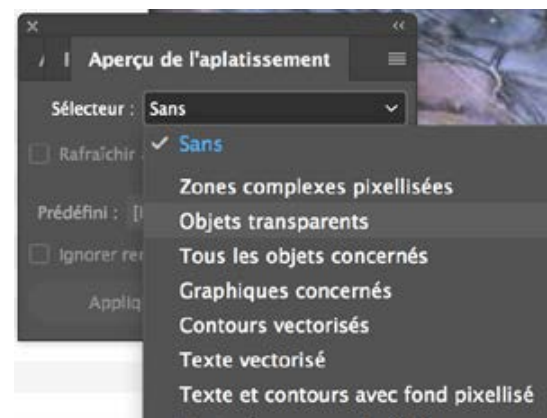for ads in newspapers.
Since the use of the correct colour profile
is very important for an optimal printed
result, please include the used profile in
the file name fo the ad: "name_INP.pdf".
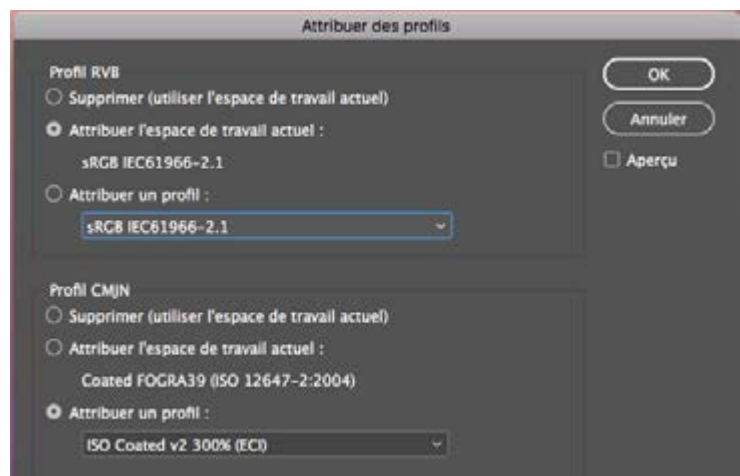
5. Transparency

Please delete all parts in "transparent
mode" in Indesign and Illustrator

More information on the site of Medibel+ - http://www.medibelplus.be

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6. Fonts

- Use a Font **OpenType, PostScript ou TrueType**
- Avoid imported fonts of other systems
- In case you use an imported font, we recommend to **vectorize** it. In this way, your font won't be
- identified as corrupted and won't be replaced by another font.

7. Installing export profiles

We recommend to install these export profiles. This guarantees that you'll deliver the right material (images, colours, fonts ...).

Newspaper

OPTIONS

NewspaperAds_1v
4.joboptions

Magazine

OPTIONS

MagazineAds_1v4.
joboptions

Helvetica Neue	PostScript	Adobe Systems	Grotesque sans	Helvetica Neue	--
Minion Pro	OpenType - PS	Adobe Systems	Oldstyle	Minion Pro	--
Myriad Pro	OpenType - PS	Adobe Systems	Humanist sans	Myriad Pro	--
MillerText	OpenType - PS	--	--	MillerText	1.000
Mont	OpenType - PS	--	--	Mont	1.003
(((O))) Basic	TrueType	--	--	(((O))) Basic	1.00
28 Days Later	TrueType	--	--	28 Days Later	
aaalight!	TrueType	--	--	aaalight!	001.000
aaalight! fat	TrueType	--	--	aaalight! fat	001.000
AacheDBol	PostScript	URW	Slab serif	AacheDBol	001.002
AacheDMed	PostScript	URW	Slab serif	AacheDMed	001.002
Aachen	PostScript	Adobe Systems	Slab serif	Aachen	--
Abril Fatface	OpenType - TT	--	--	Abril Fatface	1.001
Acapulco	PostScript	--	--	Acapulco	001.001
Achtung	PostScript	Fontographer	--	Achtung	001.000
Ad Lib	PostScript	Bitstream	Humanist sans	Ad Lib	2.0-1.0
Adagio	PostScript	Fontographer	--	Adagio	001.000
AddCityboy	TrueType	--	--	AddCityboy	4.1
AdineKirnberg-Script	TrueType	--	--	AdineKir...g-Script	1
Adler	TrueType	Fontographer	--	Adler	4.1.5
Adobe Caslon	PostScript	Adobe Systems	Oldstyle	Adobe Caslon	001.001

More information on the site of Medibel+ • http://www.medibelplus.be

User guide for importing PDF profiles

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InDesign:
Importing export parameters
for pdf

Introduction
In order to help creative agencies to deliver the right PDF formats, Medibel+ offers **2 export parameters** for InDesign (NewspaperAds and MagazineAds). These parameters will correct problems that happen quite often. Publishers recommend the use of these parameters.

Download
The profiles (with explanation) for Indesign and Quark Xpress can be downloaded on the site of Medibel+. http://www.medibelplus.be Put the files in "Settings".
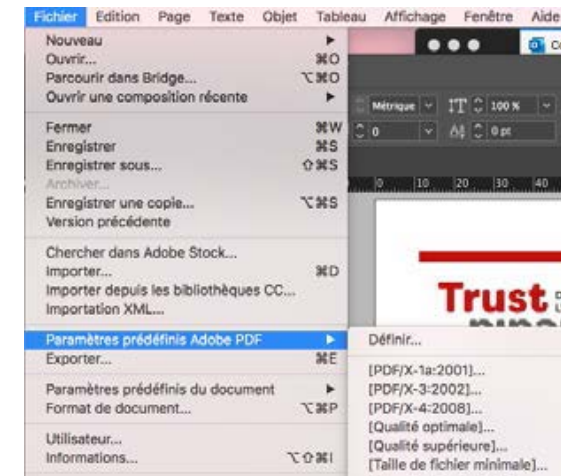
Installation
Simple and unique installation
- InDesign/File/Adobe PDF Presets/
- Choose « Define » in the submenu
- Select « Load » in the next window
Choose the downloaded files « .jobOptions » (NewspaperAds and MagazineAds)

Use
- File/Export
- Select « Adobe PDF » in the menu of the window
- Select the preset parameter « NewspaperAds » of « MagazineAds » in the menu without changing other parameters

Illustrator:
## Importing export parameters
for pdf

Introduction

In order to help creative agencies to deliver the right PDF formats, Medibel+ offers **2 export parameters** for Illustrator (**NewspaperAds** and **MagazineAds**). These parameters will correct problems that happen quite often. Publishers recommend the use of these parameters.

Download

The profiles (with explanation) for Illustrator can be downloaded on the site of Medibel+.
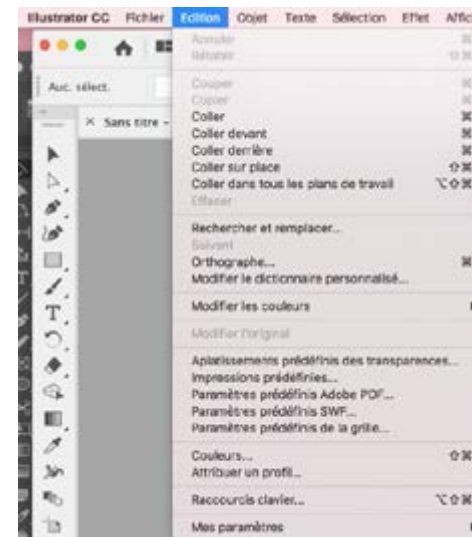http://www.medibelplus.be
Put the files in "Settings"..
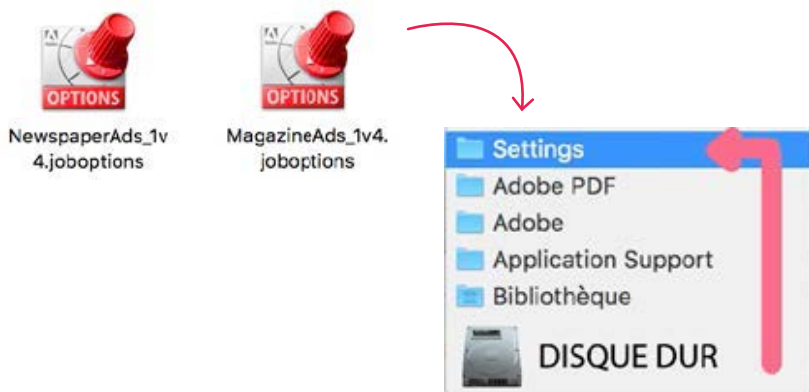
Installation

Simple and unique installation
· Illustrator CC/Edit/Adobe PDF Presets/
· S elect « Import » in the next window
· Choose the downloaded files « .jobOptions» (NewspaperAds and MagazineAds)

Use

· File/Export
· Select « Adobe PDF » in the menu of the window
· Select the preset parameter « NewspaperAds » of « MagazineAds » in the menu without changing other parameters

NewspaperAds_1v4.joboptions

MagazineAds_1v4.joboptions

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Questions or issues?
Contact artwork@mediafin.be

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