

## Guidelines for submitting advertising material

### CERTIFIED PDF STANDARD IN ACCORDANCE WITH THE FEBELGRA STANDARD (FREE OF CHARGE)

Decom firmly opts for reliable electronic exchange of your graphic files in line with clear quality standards. This ensures that the exchange proceeds smoothly, safely and without any problems, saving you time and avoiding unnecessary expense.

Since 16 January 2006, certified PDF/X Plus v3 (or Medibel+ version 6) has been the international standard for submitting advertisements to magazines and newspapers.

For further information, visit [www.medibelplus.be](http://www.medibelplus.be).

Decom fully adheres to this standard and would therefore prefer to receive Certified PDF/X Plus v3 files.

### WHAT REQUIREMENTS DO FILES HAVE TO MEET?

- ▶ Advertisement must be submitted in the correct format
- ▶ Files must be complete, including all fonts and images
- ▶ Images must be sent in EPS/TIFF/JPG format (high resolution)
- ▶ Half-tones: 250-300 dpi in 1/1 format
- ▶ Text and line work: 600-800 dpi in 1/1 format
- ▶ Colours as CMYK (convert RGB or Pantone to CMYK)
- ▶ Bleed formats: plus 5 mm trimming allowance
- ▶ Provide cutting marks

#### **It is absolutely essential to deliver a colour proof.**

In the absence of a colour proof, we will print as per density in pixels. In this case, Decom cannot be held responsible for the accuracy of the colours of the advertisement.

A black & white print, a fax or a PDF as a proof for quadri material does not enable us to carry out comprehensive checks. In such cases, we cannot be held responsible for the accuracy of the content, layout or colours of the advertisement.

In the event that a client submits advertising material that does not comply with the certified PDF standard, any additional costs the production department incurs in obtaining ready-for-press material will be invoiced to the client.

### HOW SHOULD MATERIAL BE SUBMITTED?

#### ***Physical carrier***

- ▶ CD-ROM, preferably in ISO 9660 format  
Send to: Decom nv, FAO Annick Kumbruck, Stationsstraat 108, B-2800 Mechelen
- ▶ Files may be compressed beforehand. Stuffit and ZIP compression are acceptable.

#### ***E-mail***

- ▶ [publi@decom.be](mailto:publi@decom.be)
- ▶ Please always mention the name of the magazine, the advertiser's name and the publication date in your mail.
- ▶ Pay attention to maximum file size: not all Internet providers permit e-mails with large attachments. We advise you to limit the size of your e-mails to no more than 2 MB.
- ▶ Please do not compress the files to a ZIP file.

### **Via FTP**

- ▶ Server: ftp.decom.be
- ▶ User: Guest – password: guest1 (last character of the password is the number 1, not the letter L)
- ▶ Files may be compressed before transmission. Stuffit and ZIP compression are acceptable.

### LAYOUT BY DECOM

#### **Enquire about our rates!**

- ▶ Text in Word
- ▶ Send images separately in EPS/TIFF/JPG format (high resolution)
- ▶ Decom can also arrange for the text to be translated for you if necessary. Enquire about our rates.

### FOR FURTHER INFORMATION

Contact Annick Kumbruck

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If there is anything that is not explicitly mentioned above, please refer to “Febelgra: Business Practices and General Conditions specific to the Pre-press Industry”.