

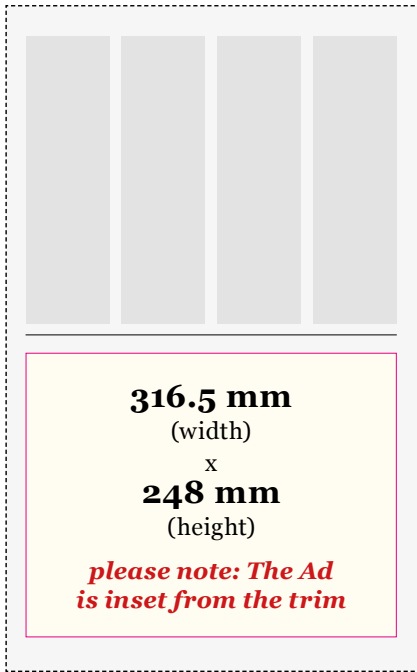
THE

MR PORTER

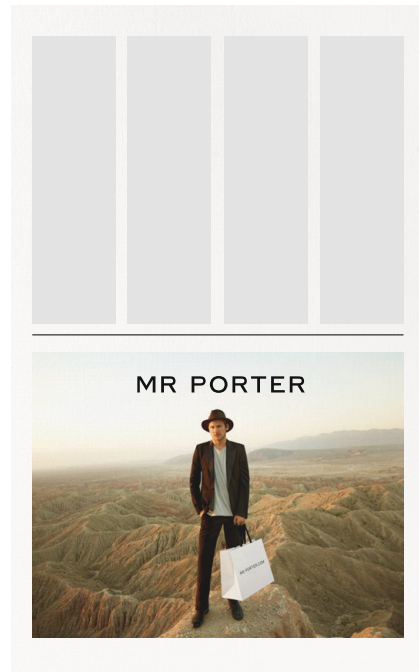
POST

MECHANICAL BROADSHEET
SPECIFICATIONS 2016
V5

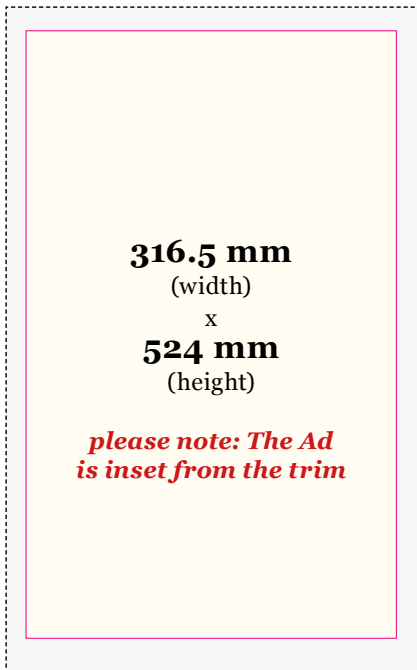
MR PORTER.COM



HALF SPREAD AD
Specifications are supplied
in millimeters




EXAMPLE
of Ad placement




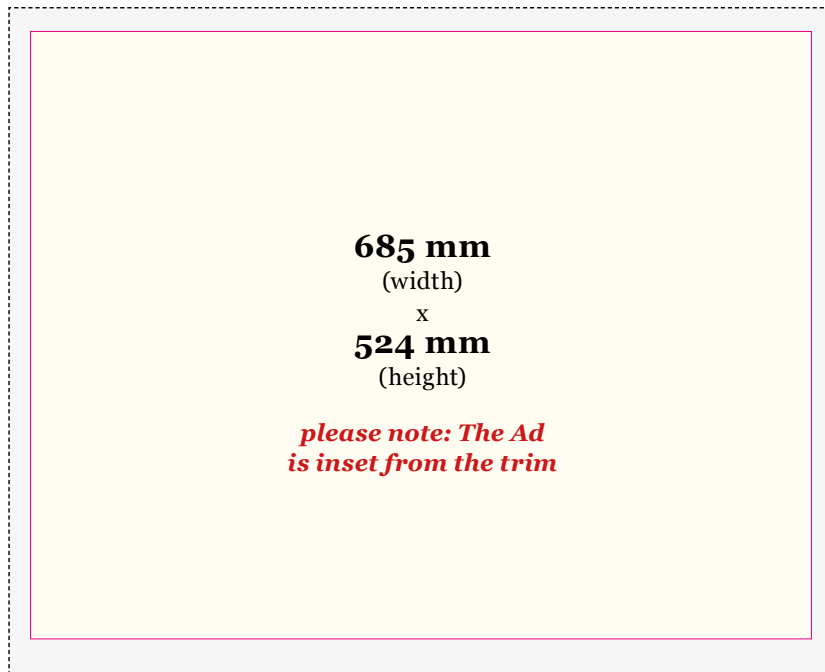
SINGLE SPREAD AD
Specifications are supplied
in millimeters



EXAMPLE
of Ad placement

 **TRIM (PAGE SIZE)**
single page: 368,5 mm x 578 mm
double spread: 737 mm x 578 mm


 **AD SIZE (REQUIRED SIZE)**




DOUBLE PAGE SPREAD AD
Specifications are supplied
in millimeters



EXAMPLE
of Ad placement

 **TRIM (PAGE SIZE)**
single page: 368,5 mm x 578 mm
double spread: 737 mm x 578 mm

 **AD SIZE (REQUIRED SIZE)**
All DPS adverts must be supplied as one page
to the Ad size only - no bleed or crop marks.

FORMATS FOR ADVERTISING ARTWORK

FILE FORMAT

- High res PDF 1.3 compliant with PDF/x-1a:2001 only (Quark, InDesign, EPS and TIFF files are NOT accepted).
- PDF files shall not be created with Adobe PDFWriter product.
- Files must not contain any transparent elements.
- Files must be composite.
- Files must be CMYK.
- Files must not contain crop marks or bleed, they should be set to Ad size only.
- All images, color and grayscale, contained in the PDF must be high resolution (150dpi min 200dpi max, recommended).
- Multiple master fonts must not be used.
- Embedded composite fonts, which are not sub-set, should not be used in a PDF file.
- All fonts must be embedded and all embedded fonts must be subsetted.
- A PDF file should not contain white text set to overprint.
- PDF files should not contain annotations that are set to print.
- Images using 16 bits per sample should not be used in PDF files.
- The number of pages in a PDF file should be exactly one.
- Total Area Coverage (TAC) of elements on a page should not exceed 260%.
- Resolution of 1-bit images and grayscale images should not be below 2400 dpi. 1-bit images should not use JBIG/ vector compression.
- The NET-A-PORTER Group's printer will honour overprint settings that are included in the file and black will overprint or knockout depending on the instruction.

FILE DELIVERY

- Specle – *net-a-porter-group.specle.net* is a web-based advertising delivery solution that will preflight and check your file to our specification and deliver it safely to us.
- Files should be labelled in the following format:
Publication_Issue_Client Name.
e.g *MRPORTERPOST_24_CLIENTNAME*

- Net-a-Porter Group will make all reasonable efforts to ensure that the content is printed within the ISO 12647-2 printing condition.

FILE CREATION

- All files must be submitted as PDF/x-1a:2001 as per the pass4press guidelines outlined in version 10. The output intent should be set to NewspaperAds_iv4. PDF-creation specifications can be downloaded from *www.pass4press.co.uk*. Profiles are available from *www.eci.org*
- If you choose to create your own profile, it must fall within the characterisation set outlined above.

PROOFING

- 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-accredited devices, based on the ISO 12647-7 proofing standard.
- Yoox NET-A-PORTER Group request that all proofs are supplied on either Epson GMG 140gsm matt or DuPont approved matt and output to MrPorterPost_260_SKv1.icc
- 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 (see *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.
- Yoox Net-a-Porter Group 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.

SPECLE

To register a new account, if required, visit the Specle website and follow on screen instructions.

Should you have any questions or queries contact the Specle helpdesk on

+44 (0)20 7871 3555 • email: support@specle.net • net-a-porter-group.specle.net

CONTACT DETAILS FOR ADVERTISEMENTS:

Agy Sledziute +44(0) 20 3471 5567 • email: mediaproduction@net-a-porter.com

MR PORTER POST - MEDIA PRODUCTION TEAM

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