

LA GAZETTE DROUOT

TECHNICAL GUIDELINES



P D F

H I G H

D E F I N I T I O N

300 dpi resolution

CMJN color

PDF version 1.3

Max. Total Coverage Area (TCA)/ ink coverage, 280%

The quality of the PDF depends on the nature of the original elements (photos, logos etc.), the application that was used for creating the page layout and the settings used to generate the PDF. The images included in the PDF must be in CMYK and have a resolution of 300 DPI.

TCA/ink coverage of the images and background colors must not exceed 280%

Recommendations for page layout

- "Black" backgrounds must be made up of 2 colors only: black 100% and cyan 40%
- Do not use a typeface smaller than 9 pt. composed of 2 colors or more
- When working on image coloring, take into account the hard copy of the Gazette and web-fed printing

Recommendations for creating PDFs from InDesign or Quark

- Trim marks and alignment/calibration marks - 5 mm from the cropped format
- Leave a 9 pt. gap from the trim marks
- Center the page in the document
- One PDF file per page
- Convert colors into CMYK
- Do not include an ICC profile

Common errors

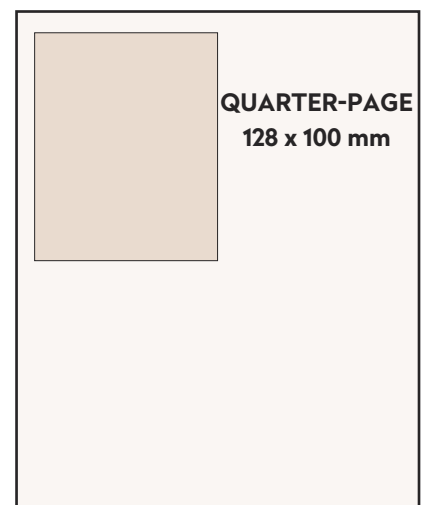
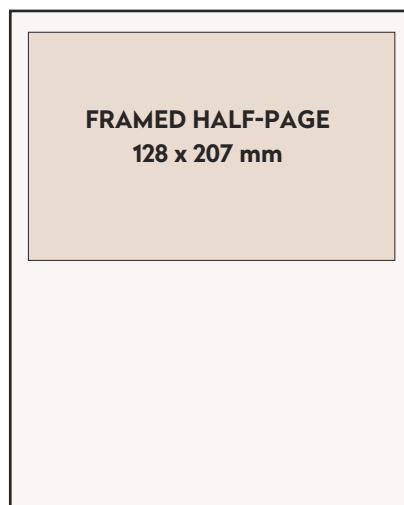
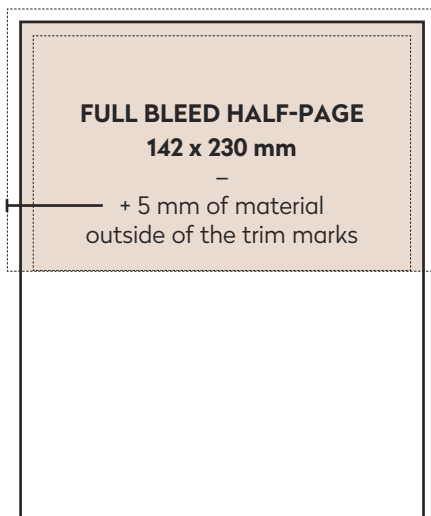
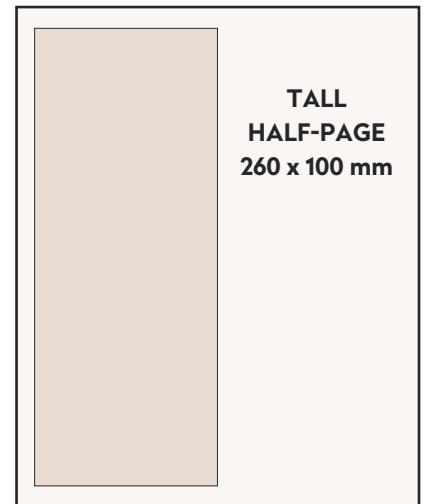
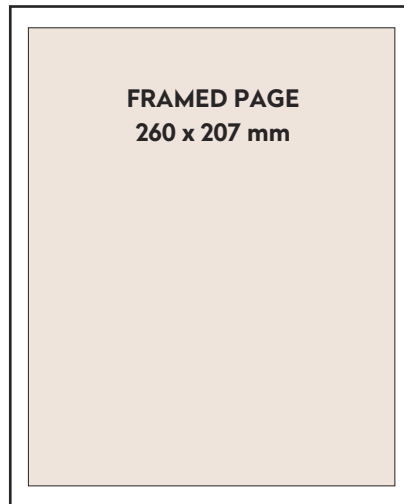
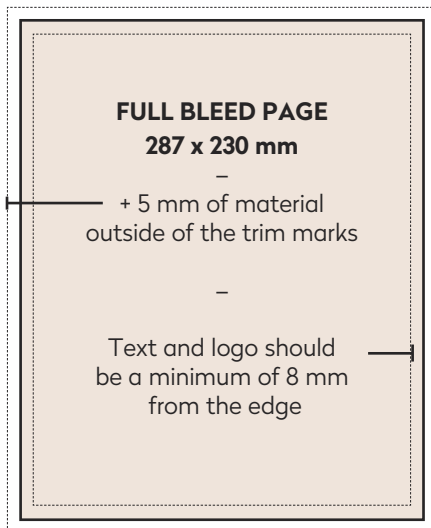
- PDF in wrong page format
- PDF does not include fonts
- PDF is in RGB
- PDF doesn't have trim marks
- PDF doesn't have bleeds
- PDF contains ICC profiles : RGB, sRGB...
- PDF contains images less than 150 DPI
- PDF contains transparent elements/layers
- PDF contains a higher TCA/ink coverage than 280%
- Typeface smaller than 9 pt. and made up of 2 or more colors
- Text and/or images placed less than 8mm from the trim mark

*La Gazette Drouot takes
no responsibility for the quality
of the final print for any files
not created in accordance with
the technical specifications
and the standard usage rules
for printing.*

PAGE

FORMATTING

*Dimensions are indicated
as height x length*



Please supply the agencies or printers who create your pages with this document

CONTACTS

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It is imperative to contact La Gazette Drouot
to be sure that your advertisements have been received

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