

PDF TECHNICAL PLAN



To create your PDF correctly: a PDF file must be created from a Postscript file and then processed with Acrobat Distiller. The PDF has to be standardised to the PDF/X-1a format (based on a PDF 1.3 version)

Warning!

PDF from direct export (Menu file > Export PDF...) without a Postscript stage from **InDesign** or **Quark** can give rise to errors during its final recovery. La Gazette will not be held responsible for a poor reproduction of the page: gap, cut image, colour modification...

For the **PDF created (native) with Illustrator or Photoshop**. La Gazette will not be held responsible for the quality of the adverts. For **Illustrator**: excessive boldness of vector-based characters, conversion of colours... For **Photoshop**: blurred texts...

The quality of the PDF depends on the nature of native elements (photo, logo...) of the application that had been used for the page setting and distillation tools. The images in the **PDF** have to be in **CMYK** and a **300 dpi** resolution or similar.

Joboptions Acrobat Distiller and ICC profile can be downloaded on www.gazette-drouot.com/profil_pdf.html

La Gazette will not be held responsible for the quality of the final print for all files that have not been made according to the technical plan and rules of print usage, including the defaults listed below:

- PDF in incorrect **page size**
- PDF not including **typefaces**
- PDF **without cut line**
- PDF **no bleeds**
- PDF including **ICC profiles: RVB, sRGB...**
- PDF including **OPI** information
- PDF comprising **images lower than 150 dpi**
- PDF comprising **spot colour**, Pantone...
- PDF comprising **templates/transparency**
- PDF comprising **characters smaller than 9 pt composed of two colours** or more
- PDF comprising **ink weight over 280%**

Rules of print usage

- The **text** has to be placed at least **8 mm from the cut**.
- The **background colour "black"** have to be composed strictly of two colours: **100% black** and **40% cyan**.

NATIVE TECHNICAL PLAN

PAGE SETTING

Quark Xpress version 8 or lower • printing **fonts** used • La Gazette will not be held responsible for all **adverts made** entirely in **Photoshop** or **Illustrator** format • The **background colour "black"** must be composed strictly of two colours: **100% black** and **40% cyan**.

IMAGES & LOGOS

Images in Photoshop **TIFF**, **CMYK** and **300 dpi** resolution • **logos made on Illustrator**, comprising one or several typefaces will have to be **imperatively vector-based**.

IMAGES FROM A DIGITAL CAMERA

Images from a digital camera in 72 dpi will have to have a **minimum format of 30 x 40 cm**. This type of image needs to be updated in compliance with current rules: resolution, format, and mode... If however, after verification we consider the quality to be insufficient, our services will contact you.

CHROMA

Since La Gazette is printed on a rotary press, it is important to **adapt and/or modify the chroma of your images** according to the support on which you have to print and to do a **certified colour test** in order to assess the chroma of the pages that you provide us.

COMMUNICATION

It is imperative that you contact La Gazette to make sure that we have received your adverts.

Contact us by mail, only for finished documents in high-definition PDF format, images from a digital camera and Word type documents.

Digital media CD, DVD must be accompanied with a colour test from Cromalin, Approval, Iris, Pictro... otherwise, a colour laser hardcopy, but this will not, in any case, serve as a chromatic reference.

La Gazette does not ensure the recovery of digital issues on Internet storage or ftp.

For all sent items, please indicate a technical contact.

Technical contact : 01 47 70 93 00

Alexandre Barbier barbier@gazette-drouot.com

TECHNICAL PLAN FORMATS

The dimensions are indicated by length width

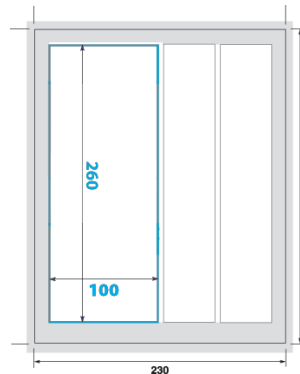
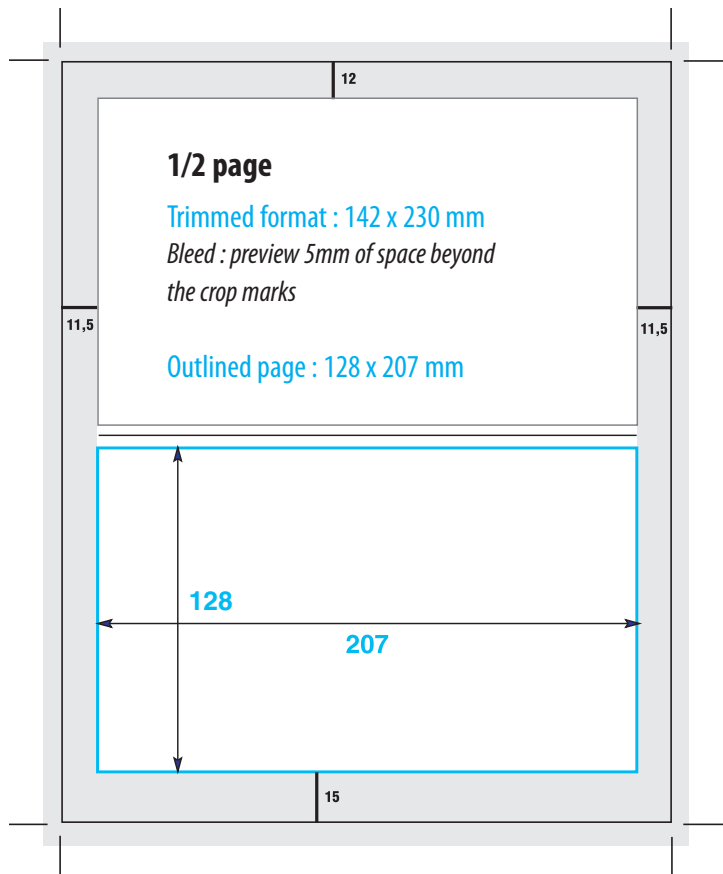
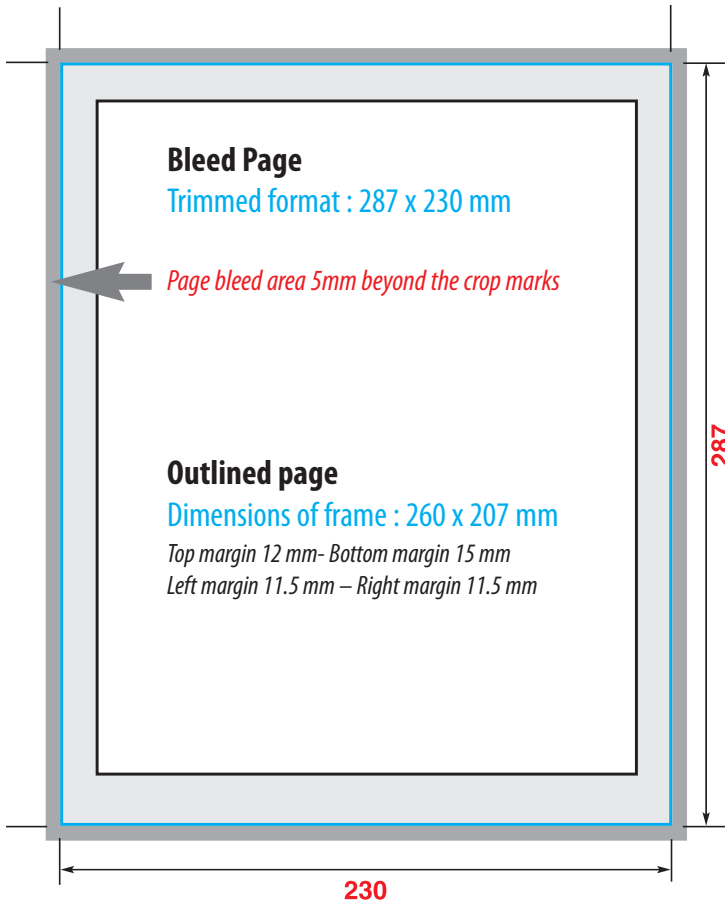


Advice and warning!

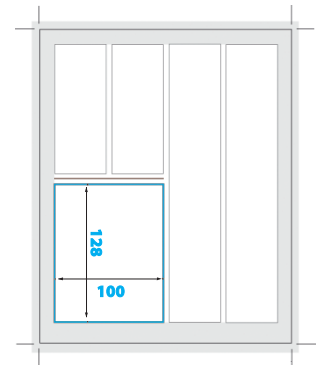
Creations of PDF using Quark or InDesign

- Crop and reference mark at 5 mm from the trimmed format
- Gap of crop marks 9pt
- Centre the page in the document
- Paper size (personalised format) 309 x 252 mm
- A PDF document per page

cf. Technical plan PDF



1/2 page length
Dimensions of frame
260 x 100 mm



2 columns
Dimensions of frame
128 x 100 mm

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