



Technical specifications

STEP-DOWN



DIMENSIONS

4x H140 x W103 mm

COLOUR

CMYK



Questions? Contact productie@metromedia.be or call +322 227 93 85 for support.

 **Delivery****Resolution**

Grayscale / CMYK: 300 dpi
Max. compression: 300%

Text

Smallest font
Positive: corps 8 pt
Negative (full): corps 10 pt bold
Negative (grid): corps 12 pt bold

QR-code

Colour: black & white only
Resolution: min. 300 dpi
Dimensions: min. 2,5 cm

Colour profile

PDF according to the standards
Medibel+ (Certified PDF)

Pick the Medibel-standard according to the media channel that will be used (quality «Newspaper – krant» or «Magazine»)

We suggest to use the
**IsoCoatedv2 (_IC)- or
IsoNewspaper26v4 (_INP)-
profile.**

Name PDF-file

When using the profile, you must name the file as following:

ddmmyy_TIT_custom_IC.pdf
or ddmmyy_TIT_custom_INP.
pdf

ddmmyy = day/month/year
TIT = titel of publication
custom = subject

More info on the Medibel standards: www.medibelplus.be

 **Send**

Via e-mail (max. 5 mb):
productie@metromedia.be
if > 5 mb via [WeTransfer](#)

or

Via FTP:
ftpprod.rossel.be
user: metro-ftp-premedia / password: 93KBqfn2V8

Advertisement materials must be delivered within the deadline of 4 working days before publication.

When you send via FTP, please also send an e-mail to productie@metromedia.be including:
a preview of the file(s) (to verify) + the name of the file(s) + date of publication(s).

 **Remarks**

→ Advertisements without bleed will be printed exactly as shown in the PDF file. The file should not contain any crop, registration or colour marks, or any surrounding white space.

→ Every file will be checked (preflighted) automatically for errors regarding the printing process. Files that do not meet the required technical specifications are requested to be corrected and resent.

→ Respected advertising agencies are expected to sent material that meets the Medibel+ standards. If Mass Transit Media NV has to make technical corrections, the agency commission will be forfeit.

→ Images containing an ink coverage of more than 400% will automatically be edited to meet the total area coverage requirements. This could result in deviating colours.

→ We recommend a colour proof on newspaper to serve as a reference for the final appearance. These test prints should be labelled with the date of publication and sent to:

**Metro Media
t.a.v. Productie
Galerie Ravenstein 4
1000 Brussels
Belgium**

Contact us