



# Technical specifications

**APOSTROPHE 400**

**DIMENSIONS**

H100 x W167 mm

**COLOUR**

CMYK



Questions? Contact [productie@metromedia.be](mailto: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](http://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](mailto: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  
Rue Royale 100,  
1000 Brussels  
Belgium**

**Contact us**