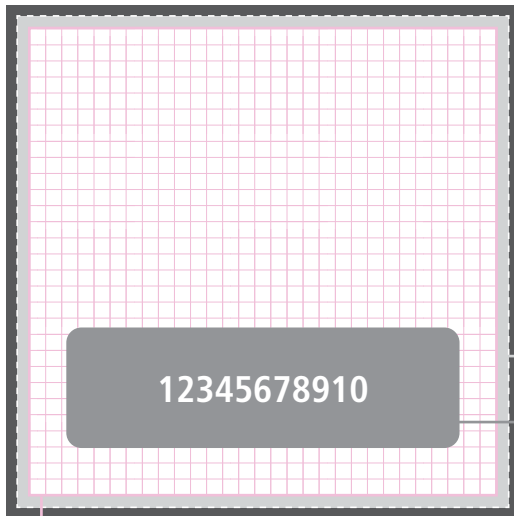




# Technical specifications

**MEMOSTICK  
VARIABLE DATA**



→ Bleed needs to extend at least 1,5 mm past the die line (68 mm x 68 mm)

→ 65 mm x 65 mm die line




→ Format digits max 12 mm H  
Position TBC  
Excel file needed with unique numbers

All text & art must be 1,5 mm inside the die line (62 mm x 62 mm)

**DIMENSIONS**  
H 65 x W 65 mm

**COLOUR**  
CMYK



 **Bleed size** H68 x W68 mm     **Finished size** H65 x W65 mm     **Artwork size** H62 x W62 mm

Questions? Contact [productie@metromedia.be](mailto:productie@metromedia.be) or call +322 227 93 85 for support.

 **Delivery****PDF**

General data requirements

**Bleed:** 3 mm**Resolution:**

colour images min. 300 dpi, b/w images min. 200 dpi

Font embedding (fully) or converted into curves

**Variable Data**

memostick square

**NL:** MS Excel sheet with  
110.000 codes/data**FR:** MS Excel sheet with  
110.000 codes/data**Remark:** please deliver a separate MS Excel sheet with the codes that can't disappear when adjusting the press **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 25 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****Check list:**

- Converting the fonts into paths (curves, outlines) is recommended. Otherwise they should be provided completely with the PDF (please mind the license rights of the font supplier when doing so).
- Provide all fonts for printer and screen as "Postscript Type 1".
- All images and graphics used in the layout file must be contained in the PDF.
- Placed illustrations are possible in TIFF or EPS format. 300 dpi for colour images and 200 dpi for b/w images.
- For printing in special colours the correct Pantone colours (PMS) must be created in the colour palette.

**Colours**

- Front and back sides can be printed with four colours. There might be limitations when additionally using scratch-off areas. Please contact us.
- Flexo-print in CMYK or 4C is subject to

higher colour fluctuations than in offset printing for example.

- We recommended to use photos exclusively on the front side.
- The contrast between text and background should be adequate.

**Remark:** The contrast between individual colours will be most clearly visible if you convert the image to a grayscale image.

- Please always work in CMYK mode and not in RGB mode when creating your print files. When converting the files from RGB to CMYK mode undesired colour fluctuations might arise!

**Requirements on fonts and line thicknesses**

- Please note that we can only carry out retrospective corrections to your PDF if we also have the font that you used. If you have converted the font into paths (curves, out-lines), then there is no further possibility to carry out changes in the text, however in this case smaller layout or colour corrections

can be carried out (albeit limited).

- If you do not convert your font in your document to paths, then please ensure that you use a "Postscript Type 1 Font" from the Agfa, Adobe or Bitstream font libraries (see point 2ff.).
- Please never use the bold or italic style palette from your font. The selection of these options might not be correctly reproduced.
- All positive text must be 5 points or larger.
- White text (negative or inverted fonts): at least 12 points in four-colour printing in CMYK. Note: In four-colour printing registration inaccuracies must be taken into account. As all four colours are not always printed perfectly on top of each other with each pass, one or more colours could be printed in the excluded area, e. g. white text. Solution: use a black outline for the text.
- Positive lines: ½ pt (0.18 mm) or larger,
- Negative lines: 1 pt (0.36 mm) or larger.

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