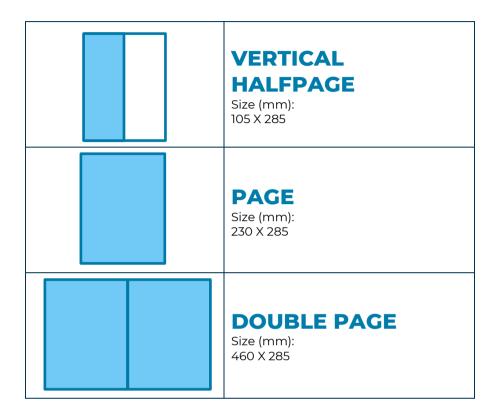




## **ICON**



## File Type

- PDF 1.4 or 1.6, Standard PDF/X-4
- Over 254 ppi image definition both for colours or greyscale
- ICC Profiles: <a href="ISOcoated\_v2\_eci.icc">ISOcoated\_v2\_eci.icc</a>
- PDF generation guide
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- If the PDF is generated with PostScript file, use <u>Job Options Piemme</u>

## **AVOID**

- Text placement (or other meaningful details/info) closer than 10 mm from the inside of crop marks.
- Using small sized text with serifs, borders, or thin traits (under 0,3 mm), whether in positive, with multiple colours or in negative on a coloured background
- The use of frames, especially thin and placed at the end of the creativity: it can be tricky to offer balance between the two sides and/or continuity between two pages

## **Materials Provision**

- Magazine form: 21 days before publication date
- Ad material (pdf only):
  - o On Cover: 6 days before publication date;
  - o Inner pages: 5 days before publication date;
- The provided material must be uploaded on our portal Cydonia: https://salix.piemme.exelis.it/