SPHmagazines

The Finder

ADVERTISEMENT BOOKING & MATERIAL DEADLINES

Issue	Booking Deadline	Material Deadline	Supplement
295 (Nov/Dec'18)	24-Sep-18	01-Oct-18	Finder Kids
296 (Jan/Feb'19)	23-Nov-18	03-Dec-19	Directory
297 (Mar/Apr'19)	21-Jan-19	01-Feb-19	Finder Kids
298 (May/Jun'19)	22-Mar-19	01-Apr-19	Finder Kids
300 (Jul/Aug'19)	21-May-19	30-Jun-19	Finder Kids
301 (Sept/Oct'19)	22-Jul-19	31-Jul-19	Finder Kids
302 (Nov/Dec'19)	23-Sep-19	02-Oct-19	Finder Kids

MECHANICAL SPECIFICATIONS – The Finder

Size	Trimmed	Type Area	Bleed
Full Page	185 (w) x 255 (h) mm	160 (w) x 235 (h) mm	195 (w) x 265 (h) mm
*Double-Page Spread	370 (w) x 255 (h) mm	350 (w) x 235 (h) mm	380 (w) x 265 (h) mm
Half Page Horizontal	160 (w) x 110 (h) mm	-	-
Half Page Vertical	78 (w) x 225 (h) mm	-	-
Quarter Page	78 (w) x 110 (h) mm	-	-

MECHANICAL SPECIFICATIONS – The Finder Kids

Size	Trimmed	Type Area	Bleed
Full Page	165 (w) x 235 (h) mm	145 (w) x 210 (h) mm	185 (w) x 255 (h) mm
Double-Page Spread	330 (w) x 235 (h) mm	310 (w) x 210 (h) mm	340 (w) x 255 (h) mm
Half Page	145 (w) x 97 (h) mm	-	-

MECHANICAL SPECIFICATIONS – The Finder Directory

Size	Trimmed	Type Area	Bleed
Full Page	90 (w) x 187 (h) mm	70 (w) x 162 (h) mm	100 (w) x 197 (h) mm
*Double-Page Spread	200 (w) x 187 (h) mm	180 (w) x 162 (h) mm	210 (w) x 197 (h) mm
Half Page	90 (w) x 92 (h) mm	-	-

* For DPS ad, a gutter allowance of 5 mm per page is recommended (not applicable for front cover reverse gatefold position)

Technical Specifications on Material Submission

The Advertiser shall submit to SPH Magazines (hereafter referred to as "SPHMAG") a PDF/X-1A compliant file before the material deadline. The following list details the main criteria for ad material, but is not intended to be exhaustive.

For further assistance, please contact: Vivian Lee, DID: 6319 6142, email: leejy@sph.com.sg

1. Format & Compatibility

1) A PDF file shall be compliant with the **ISO PDF/X-1a:2001** standard as defined by **ISO 15930-1**, colour value as derived from **Fogra 39L** dataset.

2) A PDF file must be embedded with output intent profile, i.e. Art paper – Fogra 39L, Woodfree paper – Fogra 29L

3) TAC (Total Area Coverage) for any Rich Blacks and/or graphics must not exceed 330% for art paper or 300% for woodfree paper

4) Crop marks must appear on PDF, located at least 3mm away from the trim area.

5) The size of a PDF file must comply with the specifications of the respective publication. SPHMAG will not be held responsible if any file type or artwork exceeds the type area specified and is trimmed away.

6) For Double-page Spread, the type or product shots should be away from gutter area and not split. Any critical cross over should be double imaged across the gutter with an **allowance of 5mm** from each side of the centre. The spread should carry a minimum 10mm common image through the centre of the spread.

7) A PDF file must not contain annotations that are set to print.

8) A PDF file must not use layers.

9) No object in a PDF file shall be transparent.

10) When transparency is used, it must be flattened in the PDF.

2. Images

1) Resolution for color and grey scale images should not be below 300dpi.

2) Resolution of 1-bit images (either regular images or image masks) shall not be below 550 dpi.

3) Do not use JPEG2000 image compression to reduce file size when exporting PDF files from programs such as InDesign.

3. Colour

1) Color Space must be defined accurately as intended to print (CMYK or Grayscale). When a Pantone/Spot color is required, special arrangement must be made for booking and printing.

2) RGB colour must not be used in the PDF.

3) Black text shall be in 100% black. To avoid misregistration, rich black (4c black) text is not recommended.

4) Fine black text (below 12 point) on 4 colour background must be set to "overprint"

5) Coloured text, white text and lines must be set to "knock out".

6) Coloured text with a black drop shadow on colour background should be set to "overprint".

4. Fonts Treatment

1) Only PostScript Type 1, TrueType & Open Type are accepted. Avoid using multiple master fonts in one PDF.

2) Ensure that all fonts are embedded in the PDF, or convert fonts to outlines to prevent file error.

3) All text should be above 8 points for readability. To minimize misregistration, reverse text is recommended to be above 10 points with no more than two colors.

5. File Name

1) Use only alphabet, numbers and underscore "_".

2) For easy identification, file name should contain Advertiser name, Magazine Title, Issue Date.

3) In case of revisions, when delivering new files, please name as follows:

R1_filename, R2_filename, and so on.

4) PDF should include date and time information.

6. Fogra Standard:

The SPHMAG Colour Standard has been updated to Fogra Standard (July 2012) as part of our initiative to raise the standard of print reproduction in Singapore. It is aimed at bringing about improvements in print quality of magazines, as well as streamlining the efficiency in advertisements material workflow.

Fogra standard is a pre-requisite for advertisement materials for our titles. To have a better understanding of the standard and procedures, please download the user's kit from http://www.sphmagazines.com.sg/advertising-specs

SPHMAG shall not be responsible for any erroneous reproduction of the advertisement copy if the Advertiser of Agency fails to comply with the pre-requisite of file stated in the technical specifications during the production of the advertisement copy or file submission. The technical specifications may be varied and amended by SPHMAG from time to time.

SPHmagazines

Electronic File Transmission (EFT)

From January 2011 issue, only advertisement materials submitted via two appointed vendors[#], Adstream's Quickcut and Datamation's EADS could be accepted by SPHMAG. They provide a fast and economical solution to validate and transmit files electronically to SPHMAG according to the required technical specifications at a small fee.

As our advertisers, you will enjoy special rates from the appointed vendors. For more information or to set up an account, please contact the following persons:

1. **Quickcut**

   Lorna Soh at +65 6327 7255 or email at info@adstream-sg.com

   You can download Quickcut's users guide from http://www.sphmagazines.com.sg/advertising-specs

2. **EADS**

   Cindy Tan at +65 6270 0008 or email at cindy.tan@datamation.com.sg

   Raymond Tang at +65 6270 0008 or email at raymond@datamation.com.sg

   You can download EADS's user's guide from http://www.sphmagazines.com.sg/advertising-specs

[#] We welcome other material submission options if the material complies with SPHMAG technical specifications.