YOOX
NET-A-PORTER
GROUP

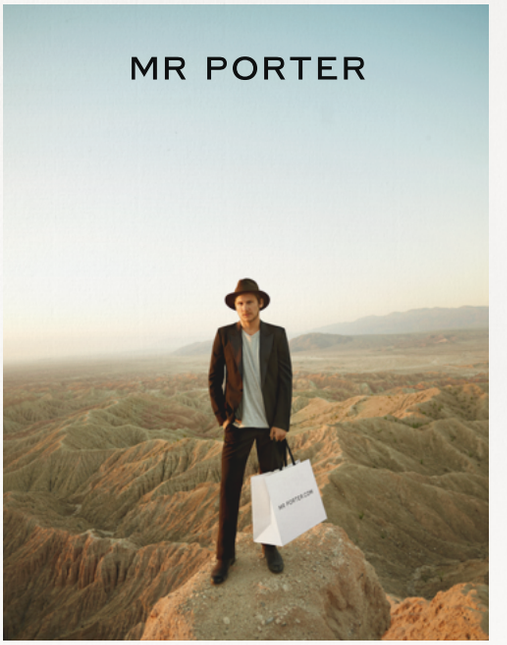
MR PORTER

PRINT AD SPEC

200 mm
(width)
x
260 mm
(height)

please note: The Ad is inset from the trim

SINGLE SPREAD AD
Specifications are supplied in millimeters



EXAMPLE
of Ad placement

TRIM (PAGE SIZE)
single page: 230 mm x 290 mm
double spread: 460 mm x 290 mm

AD SIZE (REQUIRED SIZE)
All single page adverts must be supplied as one page to the Ad size only - no bleed or crop marks.

430 mm
(width)
x
260 mm
(height)

please note: The Ad is inset from the trim

DOUBLE PAGE SPREAD AD
Specifications are supplied
in millimeters

EXAMPLE
of Ad placement

TRIM (PAGE SIZE)
single page: 230 mm x 290 mm
double spread: 460 mm x 290 mm

AD SIZE (REQUIRED SIZE)
All DPS adverts must be supplied as one page to the Ad size only - no bleed or crop marks.

FORMATS FOR ADVERTISING ARTWORK

FILE FORMAT

• High res PDF 1.3 compliant with PDF/x-1a:2001 only (Quark, InDesign, EPS and TIFF files are NOT accepted).
• PDF files shall not be created with Adobe PDFWriter product.
• Files must not contain any transparent elements.
• Files must be composite.
• Files must be CMYK.
• Files must not contain crop marks or bleed, they should be set to Ad size only.
• All images, color and grayscale, contained in the PDF must be high resolution ((150dpi min, 300dpi max, recommended).
• Multiple master fonts must not be used.
• Embedded composite fonts, which are not sub-set, should not be used in a PDF file.
• All fonts must be embedded and all embedded fonts must be subsetted.
• A PDF file should not contain white text set to overprint.
• PDF files should not contain annotations that are set to print.
• Images using 16 bits per sample should not be used in PDF files. • The number of pages in a PDF file should be exactly one.
• Total Area Coverage (TAC) of elements on a page should not exceed 260%.
• Resolution of 1-bit images and grayscale images should not be below 2400 dpi.1-bit images should not use JBIG/ vector compression.
• The NET-A-PORTER Group's printer will honour overprint settings that are included in the file and black will overprint or knockout depending on the instruction.

FILE DELIVERY

• Specle – net-a-porter-group.specle.net is a web-based advertising delivery solution that will preflight and check your file to our specification and deliver it safely to us.
• Files should be labelled in the following format: Publication_ Issue_Client Name.
e.g MRPORTERPOST_24_CLIENTNAME
• Net-a-Porter Group will make all reasonable efforts to ensure that the content is printed within the ISO 12647-2 printing condition.

FILE CREATION

• All files must be submitted as PDF/x-1a:2001 as per the pass4press guidelines outlined in version 10. The output intent should be set to PSO_Uncoated_ISO12647_eci.icc (47L). PDF-creation specifications can be downloaded from www.pass4press.co.uk. Profiles are available from www.eci.org
• If you choose to create your own profile, it must fall within the characterisation set outlined above.

PROOFING

• Digital proofs must be 100% of the final size and must be produced from the exact PDF file supplied.
• Digital proofs can be accepted from a range of devices.
• Please check the FOGRA website (www.fogra.org) for a list of FOGRA-accredited devices, based on the ISO 12647-7 proofing standard.
• YOOX NET-A-PORTER Group request that all proofs are supplied on Epson GMG 140gsm matt and output to PSO_ Uncoated_ISO12647_eci.icc (47L)
• All proofs must include the UGRA/FOGRA media wedge CMYK v3.0a. This should be included outside the page area, reflecting the relevant output intent. The UGRA/FOGRA Media Wedge CMYK is intended for the monitoring of digital proofs and is used as a digital control aid to monitor the effect of imaging in CMYK mode (see www.mediawedge.com). Proofs should be validated using the wedge and a proof control system; please ensure that the approved sticker or full report is attached to the proof.
• Yoox Net-a-Porter Group requires that all proofs supplied for colour matching have an average Delta E tolerance of 2 (for optimum proof control and standardisation). No single patch should have a Delta E variation greater than 3.

CONTACT DETAILS FOR ADVERTISEMENTS:

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