

ADVERTISEMENT BOOKING & MATERIAL DEADLINES

Issue	Booking Deadline	Material Deadline
Jan 2023	16-Nov-2022	30-Nov-2022
Feb 2023	14-Dec-2022	28-Dec-2022
Mar 2023	11-Jan-2023	27-Jan-2023
Apr 2023	15-Feb-2023	1-Mar-2023
May 2023	14-Mar-2023	28-Mar-2023
Jun 2023	13-Apr-2023	27-Apr-2023
Jul 2023	16-May-2023	30-May-2023
Aug 2023	14-Jun-2023	28-Jun-2023
Sep 2023	17-Jul-2023	31-Jul-2023
Oct 2023	16-Aug-2023	30-Aug-2023
Nov 2023	15-Sep-2023	29-Sep-2023
Dec 2023	17-Oct-2023	30-Oct-2023

MECHANICAL SPECIFICATIONS

Size	Trimmed	Type Area	Bleed
Full Page	275 x 205 mm	255 x 185 mm	281 x 211 mm
Double-Page Spread*	275 x 410 mm	255 x 390 mm	281 x 416 mm
Half-page (Vertical)	275 x 100 mm	255 x 90 mm	281 x 106 mm
Half-page (Horizontal)	135 x 205 mm	125 x 185 mm	141 x 211 mm
Reverse GateFold	275 x 404 mm	255 x 384 mm	281 x 410 mm

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

Technical Specifications

The Advertiser shall submit to SPH Media 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: Azlina Kasim, DID: 6319 2110, email: kasima@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. SPH Media 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:

For the purpose of communicating the standard to all parties involved in magazine printing workflow. We have adopted Fogra standard as the prerequisite for advertisements materials and colour proofs for our magazine titles.

Please refer to the Appendix for a better understanding of the standard and procedures.

SPH Media shall not be responsible for any erroneous reproduction of the advertisement copy if the Advertiser of Agency fails to comply with the prerequisite 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 SPH Media from time to time.

Electronic File Transmission (EFT)

Only Advertisement materials submitted via two appointed vendors[#], Adstream's Quickcut and Datamation's EADS could be accepted by SPH Media. They provide a fast and economical solution to validate and transmit files electronically to SPH Media 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

[Adstream Help Centre <support@adstream.zendesk.com>](mailto:support@adstream.zendesk.com)

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

[#] We welcome other material submission options if the material complies with SPH Media's technical specifications.

APPENDIX:



Fogra Standard - Digital Proofing Specifications

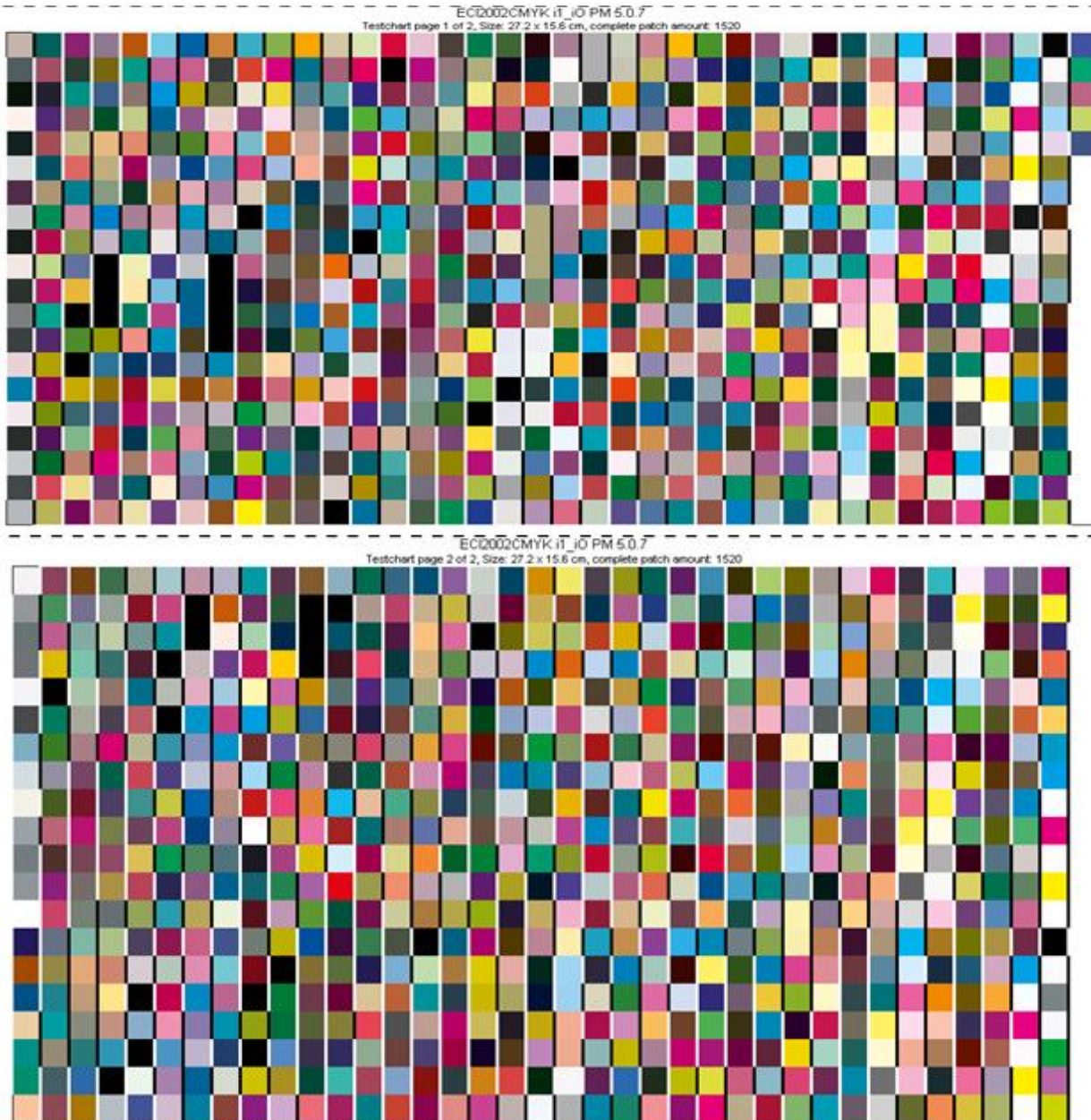
SPH Media has adopted the color space described in ISO 12647-2, and characterised by the FOGRA 39L data set – which is the prerequisite for any party who wishes to send or produce proofs for magazine publications.

The mandated measurement criteria and tolerance for the ECI2002 color chart are to be based on:

Proposed Measurement Criteria and Tolerance for ECI2002 Color Chart

- A. Maximum Delta E (CIE Lab) for any color patch: 4.0 Delta E (CIE Lab)
- B. Average Delta E (CIE Lab) for all color patch: 2.0 Delta E (CIE Lab)

Below example is an ECI2002 Random chart layout for X-rite GretagMacbeth EyeOne IO. Different device will have its own layout.



Colour Proof Verification:

For quick sanity checks and verification of proofs before submission, a Color Control strip must be included in every proof. The control strip image must be printed through a proofing system. The color indexes of this color control strip can be validated against a predefined tolerance defined by Delta E and Delta h. The color indexes (CMYK) and color values (CIE Lab) are derived from the FOGRA 39L data set.

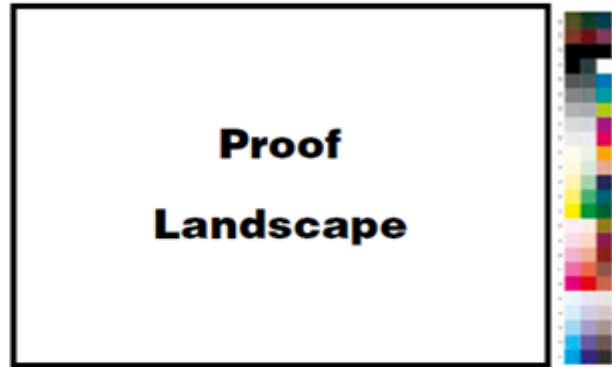
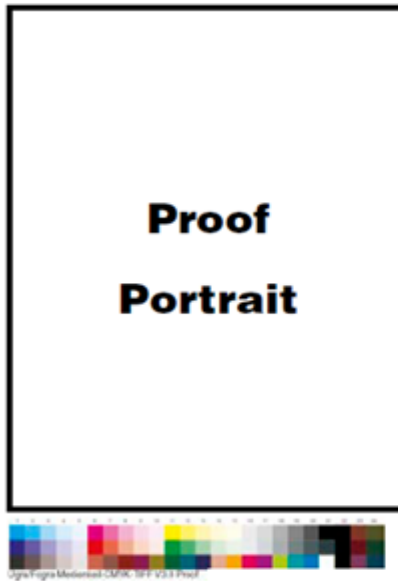


The layout is designed in 3 rows of 24 patches in each row, the first row being A1 - A24, second row B1 - B24 and third row C1 - C24. Each patch size is 10 mm by 8 mm, with the patches separated by 1 mm width.

The Color Control Strip should NOT be edited, resized or altered in any way. It has to be output in its entirety for accurate measurement. SPH magazines Measurement Criteria and Tolerance for Color Control Strip

- A. Maximum Delta E (CIELab) for Primary Color: 3.0 Delta E (CIELab)
- B. Average Delta E (CIELab) for all color patch: 2.0 Delta E (CIELab)
- C. Maximum Delta E (CIELab) for Substrate: 2.0 Delta E (CIELab)
- D. Maximum Delta E (CIELab) for any color patch: 4.0 Delta E (CIELab)
- E. Maximum Delta h (CIElch) for Primary Color: 2.5 Delta h (CIElch)
- F. Average Delta h (CIElch) for 3-C Gray: 1.5 Delta h (CIElch)

These criteria and tolerance will be reviewed from time to time by SPH Media and will be adjusted whenever deemed fit. Below are examples of possible positioning of the Color Control Strip:



A colour proof must be verified after printing to determine whether it passes or fails. Only the pass copy should be provided to use as a colour reference during printing.

A verified proof should come with a sticker which shows the reading and indicates it has passed the verification process.

