# TECHNICAL
## Guidelines

# SMARTPAPER
# ONE

# Smartpaper One – Print data info

To get your newspaper ready for our online newspaper printing service, you have to follow these technical guidelines:

| | |
|---|---|
| **File format** | • **PDF** |
| **Page format & type area** | • The page format is **280 mm x 400 mm**.<br>• The maximum printable area (type area) is **251 mm x 370 mm**.<br>• The printable area will be **automatically centred** on each page. |
| **Panorama printing** | • Seamless overlapping of a print image across two pages is **not possible**. |
| **Picture quality** | • Our recommendation: use pictures with a resolution of at least **145 dpi**. |
| **Colour application** | • 60 g/m$^2$ paper: Maximum ink application = **190 %**.<br>• 80 g/m$^2$ paper: Maximum ink application = **190 %**.<br>• 90 g/m$^2$ paper: Maximum ink application = **250 %**. |
| **Special colours** | • Special colours (Pantone, HKS) **cannot be processed**.<br>• The colour spectrum of our print process is formed by the four basic colours **cyan, magenta, yellow and black** (together referred to as CYMK). |

| Font embedding | • All fonts must be **embedded** in your file. |
| --- | --- |
| **Page order & Upload** | • <u>**One PDF file**</u> must be provided in which all pages to be printedare provided as individual pages in the correct order. |
| **Print marks** | • Owing to technical procedure, the Smartpaper One **print marks** include coloured, black, figure marks and QR codes |

Format 280 x 400

15 mm

Type area 251 mm x 370 mm

251 mm

14,5 mm

14,5 mm

370 mm

# SMARTPAPER

**Format:**
280 mm x 400 mm

**Type area:**
Maximum printable area
251 mm x 370 mm

15 mm

# SMARTPAPER

## Printing marks