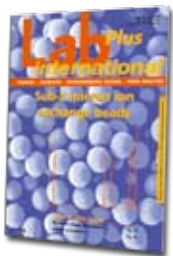


Magazine Technical info

TECHNICAL SPECIFICATIONS

Printing:	Web offset blanket/blanket
Paperstock:	80 grams LWC
Binding:	Saddle stitched
Final trim size:	210 x 276 mm (8 1/2" x 10 7/8")
Bleed:	Min 5 mm (1/4") beyond trim size Live matter should always stay within type area
Type area:	182 x 254 mm (7 1/8" x 10")



DIGITAL FILE REQUIREMENTS

Required digital files

1. The advert file (in any of the accepted native or specific file formats).
2. The imported image files (tiff, eps or bitmap).
3. The Postscript Type 1 typefaces used in the advert file and in the imported or embedded files (both printer and screen fonts must be included, Truetype fonts are not accepted, for each style used a printer font must be included.)

Accepted native software files

QuarkXPress version 6 • Adobe Illustrator • Adobe Photoshop • InDesign CS.
When using Illustrator use only CMYK colours, convert typefaces (fonts) to outlines (paths) and save as Illustrator version 8 EPS file.

Other accepted file formats

High resolution (certified) pdf, TIF(F), Illustrator EPS, Photoshop EPS, Generic EPS with embedded Type 1, Postscript fonts (NOT TrueType), Postscript (certified), TIF(F), (composite CMYK, device independent, Level 2)

Data Communications

FTP-server address: <ftp.panglobalmedia.info>

Username: medical

For password, please contact: sales@panglobal.be

Proofing

We require a proof accompanying the supplied advertising material. If you are not able to send a hardcopy proof for digital adverts, a PDF at screen resolution is sufficient. We do not regard PDF and desktop print material (e.g. from general office and home printers) as an accurate colour proof.

General specifications

- Colours must be defined as percentages of CMYK with a maximum coverage of 310% i.e. cyan 100% – magenta 80% – yellow 100% – black 70%.
- The use of indexed, RGB, spot or pantone colours is not allowed.
- All images must be high resolution (300 ppi) CMYK colour or greyscale; bitmap images must be at least 1200 ppi.
- Do not reduce images less than 20% or enlarge more than 130%.
- Enlarging imported images decreases the final resolution and may affect the quality of the image.
- Do not stylize fonts. For each style used a printer font must be included.
- Do not use LZW compression when saving an image as TIF(F).
- Do not use JPEG encoding when saving an image as EPS, please use binary.

Naming convention

The file or folder containing your digital advert has to comply with the following naming convention: Magazine acronym_issue number_Company name
Ex : lpi_6_Sartorius

Digital data carriers

CD-Rom or DVD

Mailing address: Lab Plus international

100 rue des Palais - 1030 Brussels - Belgium

Terms & conditions

The following is an excerpt from the Publisher's sales conditions

ACCEPTANCE OF ADVERTISEMENTS

- a. All applications for insertion of advertisements are binding on the applicant in an irrevocable way.
- b. Application for insertion of advertisements shall not become binding contracts on the Publisher until the applications are accepted by the Publisher in Brussels. The Publisher reserves the right to refuse any applications for advertisement insertions without having to state the reasons for its refusal. A refusal never entitles the applicant to claim for damages of any kind.

CANCELLATION

For orders booked and confirmed in writing, cancellations within 8 weeks of the mailing date of the magazine will be charged in full. Cancellations prior to 8 weeks must be confirmed in writing.

RESPONSIBILITY

- a. The Publisher declines all responsibility concerning content, form, arrangement, etc., of the advertisements.
- b. Advertisers or agents are solely responsible for their advertisements. They therefore commit themselves to hold the Publisher harmless in case of dispute.
- c. The responsibility of the Publisher is in any case limited to the price of the advertisement.

JURISDICTION

The present advertising contract will be governed by Belgian law. Only the Courts of Brussels will have exclusive jurisdiction concerning disputes over the present advertising contract, unless the Publisher would elect to bring such dispute before the competent Court at the advertiser's agency's place of business.

The complete sales conditions are included in the order confirmation document sent by the Publisher.