

## TECHNICAL SPECIFICATIONS

- ❑ **EUROPA STAR EUROPE, INTERNATIONAL, UKRAINE** (Size of the magazines: 205 x 265mm)  
100gm<sup>2</sup> art paper, Printing: CTP - 4 colour CMYK (NO RGB), Perfect binding



**Double Page Spread Bleed<sup>1</sup>** : 416 x 271 mm **Type area** : 388 x 240 mm (trim size: 410 x 265 mm)

**1/1 Page Bleed<sup>1</sup>** : 211 x 271 mm **Type area** : 183 x 240 mm (trim size: 205 x 265 mm)

**1/2 Page Vertical** : 89 x 240 mm **Horizontal** : 183 x 118 mm

**1/3 Page Vertical** : 58 x 240 mm **Horizontal** : 183 x 77 mm

<sup>1</sup>Bleed sizes include 6mm which are lost from the width and the length.

- ❑ **EUROPA STAR USA & CANADA\*, LATIN AMERICA / SPAIN\*, WATCHES FOR CHINA\* & ES PREMIÈRE** (Size of the publications: 225 x 265 mm)  
135gm<sup>2</sup> art paper, Printing: CTP - 4 colour CMYK (NO RGB), Saddle stitch binding



**Double Page Spread Bleed<sup>1</sup>** : 456 x 271 mm (trim size: 450 x 265 mm)

**1/1 Page Bleed<sup>1</sup>** : 231 x 271 mm (trim size: 225 x 265 mm)

**1/2 Page Vertical** : 104 x 245 mm **Horizontal** : 204 x 120 mm

**1/3 Page Vertical** : 67 x 249 mm **Horizontal** : 208 x 80 mm

<sup>1</sup>Bleed sizes include 6mm which are lost from the width and the length.

**Material:** CD-ROM or DVD, with a professional colour proof (Digital Chromalin, Approval, Iris)

Software on MAC or PC : Xpress 7, Photoshop & Illustrator & Indesign <= CS3, PDF high resolution

Illustrations : High resolution min. 300 dpi – The attachments of the illustrations, logos & fonts are absolutely necessary.

(For Illustrator files: To avoid any problem with fonts please convert text to outlines.)

\*USA & CANADA, LATIN AMERICA / SPAIN, WATCHES FOR CHINA: inclusive online spotlight, please supply your original logo in high resolution

- ❑ **WORLDWATCHWEB**



Ad Unit	Dimensions	Max. file size	Max. Flash file
1 Top Leaderboard	728 x 90 pixels	30k	60k
↳ Expandable Leaderboard	728 x 270 pixels	30k	75k
2 Clock banner	160 x 160 pixels	30k	60k
3 Skyscraper	160 x 600 pixels	30k	60k
↳ Expandable Skyscraper	400 x 600 pixels	30k	75k
4 Anchor Leaderboard	728 x 90 pixels	30k	60k
Home page Take over	600 x 400 pixels	50k	75k

Expandable, Prestitial, please contact us for detailed specs

### Ad Creative

- File size 10-30k, depending on creative dimensions (12-bit preferred)
- File formats accepted: GIFs, animated GIFs, JPEG files, Flash
- No limit on looping / - No limit on animation
- No cookie or browser support
- Ads must be compatible with both PC and MAC operating systems
- Click-thrus are tracked only on GIF/JPEG ads or properly formatted Flash ads (see below)

### Flash Specifications

- A new window must spawn when the Flash ad is clicked on (target = "\_Blank" must be added to .FLA file)
- Click-thru urls must be embedded in the original .FLA file
- Finalized .SWF file **must be received with alternate GIF or JPG file with click-thru URL**
- File must be compatible with Internet Explorer, Firefox, Safari or Chrome
- Ads must be published to display in Flash 5 or above

### Ad Creative Submission

- Please submit creative at least 5 working days in advance of start date.

**Extra production charges not included**



Europa Star HBM SA / Route des Acacias 25, 1227 Carouge / Geneva / Switzerland

Information: Tel. : + 41 22 307 78 37 / Fax : + 41 22 300 37 48 / www.europastar.biz / help desk: contact@europastar.com