



Submission of advertisements in digital form

Our pre-media department generally uses Apple Macintosh computer platforms.

We prefer **PDF files** (this data format has developed into the printing industry standard in recent years). Questions often arise in the production of PDF data that can be imaged even so. Either fonts are not embedded properly or wrong colour profiles are used in image data or the bleed is missing etc. It is easy to make mistakes as a result.

We recommend the submission of PDF data and specially the use of the international standard PDF/X-3 (software available free of charge: www.pdfx3.org). The file must be printable, i.e. all the fonts used must be embedded. Halftone images require a resolution of 300 dpi, while line images must have a resolution of at least 600 dpi.

As an alternative, you can submit unseparated files to us in EPS or TIFF format; open data (e.g. InDesign, QuarkXPress etc.) must be avoided. Word, Excel or PowerPoint files are not suitable, because they cannot be imaged.

We cannot assume liability for mistakes of any kind in the data submitted. If no proofs and/or manuscripts are available, the company assumes no liability for deviations in the colour and text reproduction (completeness, make-up etc.) of advertisements.

Proof prints produced digitally need to include the current version of the FOGRA/UGRA media strip and the measurement report, in order to check colour accuracy. Machine proofs must have an official printing control strip. It can be obtained from

www.fogra.org.

The standard ECI profiles are used for conversion and control of the colour range. The „ECI Offset 2004“ package can be obtained free of charge from www.eci.org.

Data transmission

Please make sure you only send us packaged data (.zip, .sit, .sitx, .sea). The file names must not include any special characters or umlauts. The motif should always be sent to the avr advertising department by fax +49/(0)69/150433-333, as well, at the same time that it is transmitted digitally.

■ E-Mail

Only for data packages up to a maximum of 30 Mbyte, compress fonts and images

Address: anzeigen@kepplermediengruppe.de

Important:

Please enter both the recipient and the customer in the reference line as follows:

avr_customer's name

Please inform us in the e-mail who the data is for and the data format as well as a telephone number and the name of the person to contact if any questions arise. Please data as attachments.

■ Data storage media

We recommend submission on CD-ROM, DVD or USB stick. The data storage media are only returned on request.

■ General terms & conditions

Please see our current terms and conditions at www.avronline.de/terms

Further information under Tel.: +49/(0)69/150433-206