



## Dear customer

Please find enclosed all relevant **information** regarding the **digital data transfer print, online and PDF creation**.

In order for us to process and attribute your data correctly we require the following information:

- Name and Issue of the magazine and the online edition respectively.
- If available: the motive number.
- Sender's address/company and contact person including phone number.
- Name of file and colour specifications.

Hoppenstedt Publishing cannot be held liable for delays and errors resulting from faulty original files.

## Please use the following ways for your digital data transfer to WEKA BUSINESS MEDIEN:

<b>Advertising Format</b>	• Surface Ads	• Banner • Product of the Week • e-Catalogue • Newsletter • Best-Practise • Company profile	• Catalogue Ads • Company profile • Exhibition Planner Issue
<b>File Format</b>	Ad as PDF-file with 300dpi in CMYK-mode	Text in Word, images and logos in RGB-mode. Readily designed banners in .swf, gif or jpg-formats	Text in Word, images and logos in in CMYK-mode
<b>Contact Person</b>	Nike Menrath Phone: +49 6151 3096-1901	Marco Heuberger Phone: +49 6151 3096-1601	Abidin Yücel Phone: +49 6151 3096-1804 Bettina Zarembo Phone: +49 6151 3096-1903
<b>Data Transfer</b>	Please e-mail your files ( <b>max 10 MB</b> ) to: druckunterlagen@weka-businessmedien.de <b>CD-ROM:</b> see address above	Please e-mail your files to: online@weka-businessmedien.de	Please e-mail your files to: druckunterlagen@weka-businessmedien.de

**Fro sending files with over 10MB please contact Mr. Förster (Phone: +49 6151 3096-1801).**

When booking **bound or loose inserts** we need the **original PDF-file** prior to **publishing them online (e-paper)**.

**Please turn over on the next page for detailed settings of ready-for-press PDF-files.**

Please contact Mr. Abidin Yücel, (Phone: +49 6151 3096-1804) in case you have more questions regarding data transfer, prepress files, PDF-creation, page set-up and bleeds.

## PRINTING AND BINDING METHODS:

Our magazines are produced via **web offset printing** and **adhesive binding**.

## IMAGES

Please make sure to use the colour mode **CMYK** for your colour images, **or convert** them (tables) later into the **CMYK**-mode. When you send images and graphs please only use **EPS- and TIFF-Files**. The minimum image resolution should be **300 dpi**. If it is lower the printing result may be poor.

In addition to this, when saving an **EPS** file in **Photoshop** it is nonetheless **important to deactivate** the option „**PostScript-colour management**“

## PROGRAMMES

Please create your digital artwork files with the standard DTP-software or other programmes which you can use to write PostScript, EPS or a PDF file. Microsoft-Programmes such as Word, Excel, Power-Point or Publisher are not suitable for the professional creation of your master copies.

## PDF Settings (printable) in Adobe InDesign CS 5

All changes are based on the default settings in the dialogue box **“Print quality”**.

- In order to change your settings please choose the menu point **“File” Adobe PDF settings → Define.** (fig. 1)
- Click **“print quality”** from the field on the left and **“NEW”** on the right (fig. 2)
- Now name it (e.g. **“printable”**) and adjust your settings from the figures 3,4 and 5.
- **Do not change the other settings!**

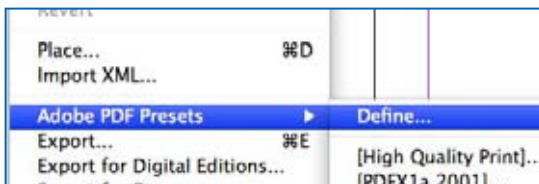


Fig.1

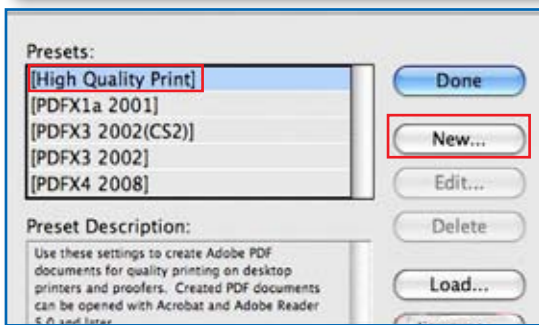


Fig.2

Fig.4 – Use the following settings under marks and bleeds:

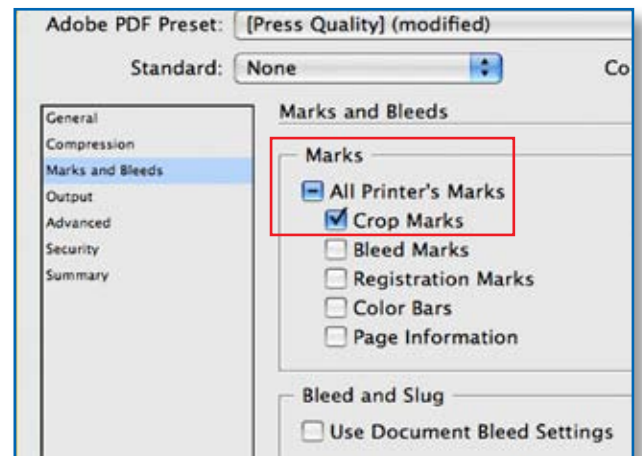


Fig.3 – Use the following settings for data compression:



Fig.5 – Use the following settings for “output”

