

Media Information

Procedures and specifications for the supply of advertising material

All data must be supplied as print quality PDF or directly processable EPS.

Please also ensure that

- all colours are created as CMYK or desired special colours;
- all directly processable images and graphics are encapsulated;
- all type fonts used are encapsulated;
- images are stored exclusively in bitmap, grey-scale or CMYK mode. By no means may "indexed" colours, RGB or other modes be used. Image format either TIFF or EPS.
- images are not stored as DCS images, since we process uncompartmented data. We must be informed if any DCS images are included in the material (to avoid any possibility of accidentally poor resolution). If you do include any DCS images, we will convert them and invoice you as appropriate.
- you provide a reliable printout of the data, since we have no other way of checking the accuracy of the proof.

We can not guarantee correct reproduction unless we receive your printout before the copy closing date. This is particularly important for colour reproduction.

Data transfer by E-mail

Such files should not exceed 20 MB in size. E-mail: copy@daehne.com

Data file upload via FTP

Send us an E-mail to copy@daehne.com and ask for your personal log-in information.

Please utilise the following procedure for naming your file

Abbreviation* of publication title + issue number + name of advertiser
e.g.: diy9-10Miller.pdf

*Abbreviations:

diy = diy Fachmagazin; DIN = DIY International; HF = HOLZFORUM;
pet = pet Fachmagazin; PWW = PET worldwide; AQ = Aquaristik;
Car = Caridina; GT = Gartenteich

Data by data carrier

Use can be made of any current data carrier.

Programs suitable for direct processing

QuarkXPress 4.11, 5.01, 6.5, 7.3, 8.0 (Mac + PC);
InDesign CS2, CS3, CS4 (Mac + PC);
Illustrator CS2, CS3, CS4 (Mac + PC);
PhotoShop 7.0, CS2, CS3, CS4 (Mac + PC);
Freehand 10, MX (Mac); CorelDraw 12 (Mac + PC);
Mac Office X 2004 (Mac); FrameMaker 6.0 (PC)

You'll find information on the technical specifications for loose inserts, bound inserts, tip-on cards and product samples on the internet at www.daehne.de/media