

Copy Size	210 mm wide x 297 mm high
Type Area	187 mm wide x 270 mm high
Bleed/ Spine silkscreening	In the case of advertisements that project into the bleed, add 3 mm bleed to the outer edges. Elements endangered by the bleed must be at least 8 mm from the bleed or should be at least 5 mm away from the spine.
Printing process	Content: rotary offset (Reference: PSO_LWC_Standard_eci.icc), jacket: sheet offset (Reference: isocoated_v2.icc).
Screen	60 l/cm (150 lpi)
Printing substrate	Content: LWC paper, cover: 200 g/m ² illustration printing
Printing ink	According to the Eurokala (European colour scale for offset printing/only CMYK). Minor fluctuations in tonal value are founded within the tolerance range of the offset printing process. Special colours are structured according to the Eurokala (European colour scale for offset printing), the original shade of which cannot be achieved in every case.
Image data	Colour images: colour mode CMYK, resolution 300 ppi in mapping value; s/w images: greyscale mode, resolution 300 ppi in mapping value; line art: bitmap mode, resolution 1,200 ppi in mapping value. Do not place compressed image data (JPG, LZW) in layout programs! Do not include color profiles in image files!
File format (standard)	Printable PDF (1.3/Acrobat 4-compatible). Colour mode CMYK (composite). RGB, LAB, indexed or other deviating colour modes are not permitted. All fonts must be embedded. Do not include color profiles in PDF files. Do not include native transparencies in PDF files. Therefore create PDF in Distiller from PostScript file. Resolution 2,400 dpi. You can download Distiller job options at www.REISE-PREISE.de/pdf/joboptions.zip
Additional file formats	QuarkXPress to 9, InDesign to CS6, Illustrator to CS5, PhotoShop. Export EPS or JPEG files from other programs (Quality: high, resolution: min. 400 ppi). Word, PowerPoint, Excel and other text processing data cannot be processed. The following applies for all delivered files (except JPG): where possible, convert fonts to paths or embed in the file. All image data used must be sent separately or be explicitly embedded in the file. Do not use DCS files!
Storage media	CD/DVD
E-Mail	Anzeigen@REISE-PREISE.de
Contact for technical questions	Thorsten Kriete, Ulrich Heinsen, E-Mail: grafik@REISE-PREISE.de, phone 041 61 - 71 69 69