

## Printing procedure:

Centerpiece rotary-offset, cover sheet-offset via CtP-process.  
Minimal changes in tonal value are in consequence of the printing procedure.

**Binding:** Perfect binding.

<b>Full page:</b>	(width x depth)
Standard Type Area:	184 x 252 mm
Trimmed page:	210 x 272 mm*
Live Area:	198 x 262 mm*1
Bleed page (incl. bleed):	220 x 282 mm

## Spread (Double page):

(width x depth)	
Standard Type Area spread:	392 x 252 mm
Trimmed spread:	420 x 272 mm*
Live Area:	408 x 262 mm*1
Bleed spread (incl. bleed):	430 x 282 mm

\* Trim distance: Elements of the advertisements which are not to be trimmed must have a minimum distance to the trimmed size of 5 mm each to the top and bottom, 8 mm each to the right and left (=1 Live Area).

**Gutter bleed:** Each side must overlap to the binding margin (inside of the trimmed spread) with 5 mm of the opposite side.

## Advertising material requirements:

Released digital data on data carriers and/or in remote data transmission (with a EPSON colour-fast proof with ISO-Norm 12647-2 edition 2004) simulating the publication quality and the press conditions according to the printing plant requirements.

Images and technical tones should have all in all a maximum color density of 320% in area coverage. First printable tonal value: 5%.

Proofs must be produced from the delivered data and have to display print control elements (Ugra/FOGRA CMYK control wedge). The printing plant will provide its ICC profiles at: [www.media.adac.de](http://www.media.adac.de). Paper quality of content pages: LWC 70 g/sqm. For control we will reproduce from the delivered data file a digital reference proof, which will be the basis for the print quality. Complaints concerning the customer proof will not be considered, if due to data conditions deviating from the printing plant requirements. Artworks alterations or improvements will be charged separately.

## Data formats:

Layout files:	QuarkXPress 3.32, 4.04, 5.01 oder 6.0, Freehand, Illustrator, InDesign 1.5 und CS, Acrobat-PDF 1.3 oder PDF/X-3
Image files:	Photoshop
Color images:	EPS, TIFF, CMYK-mode 300 lpi resp. 120 L/cm
BW images:	EPS, TIFF, gray scale-mode 300 lpi resp. 120L/cm
Line:	TIFF in Bitmap mode 1200 lpi resp. 360 L/cm

## Fonts:

You must supply the PS fonts in Mac format, as well logos/symbols as EPS. Type size minimum in 6 pt. Line intensity: minimum 0,5 pt (negativ 0,6 pt). Light and ultralight fonts shouldn't be used, as no guarantee for perfect printing results.

**Data supply:** CD-Rom, DVD (a list of data carriers contents is necessary)

## Delivery address for advertisement material/ Reproduction Studio:

4MAT-Media  
Stichwort „ADAC reisemagazin“  
Kleine Reichenstraße 1 (4. OG)  
D – 20457 Hamburg

Phone +49 (0 40) 76 79 36-0  
Telefax +49 (0 40) 76 79 36-28

ISDN +49 (0 40) 76 79 36-30 / -31

It is imperative that the files be placed in a specified folder: "ADAC\_titel\_advertiser". Please, inform our pre-print facility about the transmission before it will be started. Subsequent to transferral, we request a PDF be sent, for inspection, to [anzeigen.dispo@adac.de](mailto:anzeigen.dispo@adac.de).

## Contact Data supply

Mr. Jörg Wesseler  
Phone +49 (0 40) 76 79 36-18  
[joerg.wesseler@4mat-media.de](mailto:joerg.wesseler@4mat-media.de)

## Contact Colormangement

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