

**MEDIA
DATA 2017**
ADVERTISEMENT FORMATS

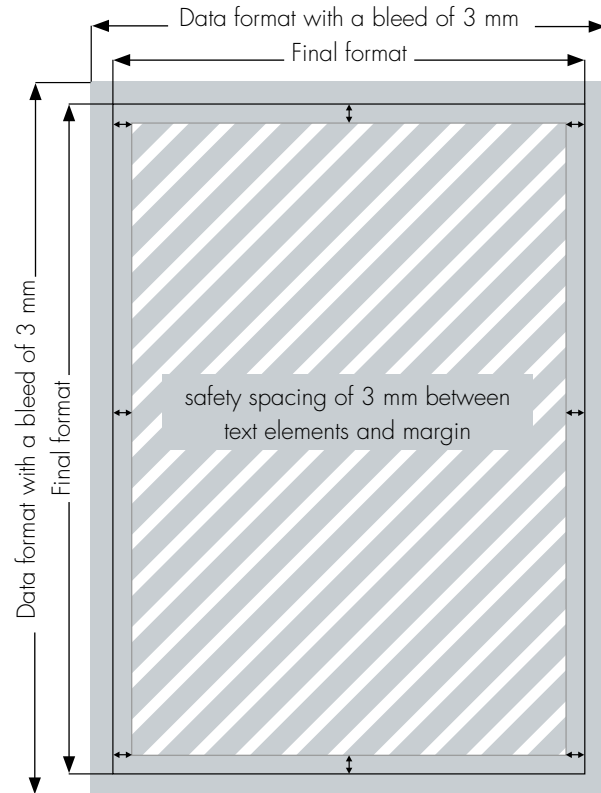
Advertisement formats

FULL-FORMAT ADVERTISEMENTS

are to be designed with a **bleed of 3 mm all the way around them**, so that no undesired white areas appear should the pages happen to be cut inaccurately. A safety spacing of at least 3 mm is required between text elements and margin. Register marks and page information are not needed.

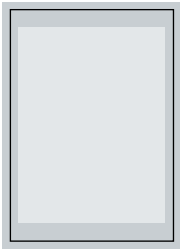
TYPE AREA ADVERTISEMENTS

do not need a bleed, because they are fitted into the type area within the page and are thus not affected by the cut.



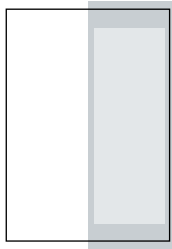
Werbeartikel Nachrichten

1/1 page



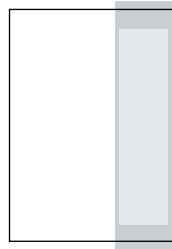
210 x 297 mm
Data format: 216 x 303 mm
182 x 260 mm

1/2 page vertical



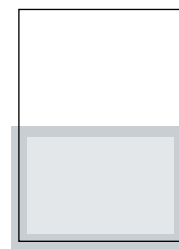
100 x 297 mm
Data format: 106 x 303 mm
90 x 260 mm

1/3 page vertical



70 x 297 mm
Data format: 76 x 303 mm
60 x 260 mm

1/2 page horizontal



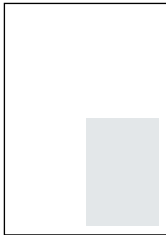
210 x 140 mm
Data format: 216 x 146 mm
182 x 130 mm

1/3 page horizontal



210 x 85 mm
Data format: 216 x 91 mm
182 x 75 mm

1/4 page vertical



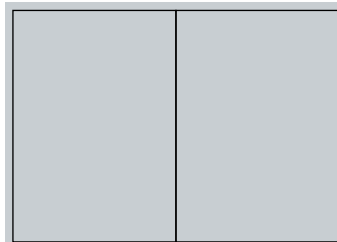
90 x 130 mm

1/4 page horizontal



182 x 60 mm

Panorama



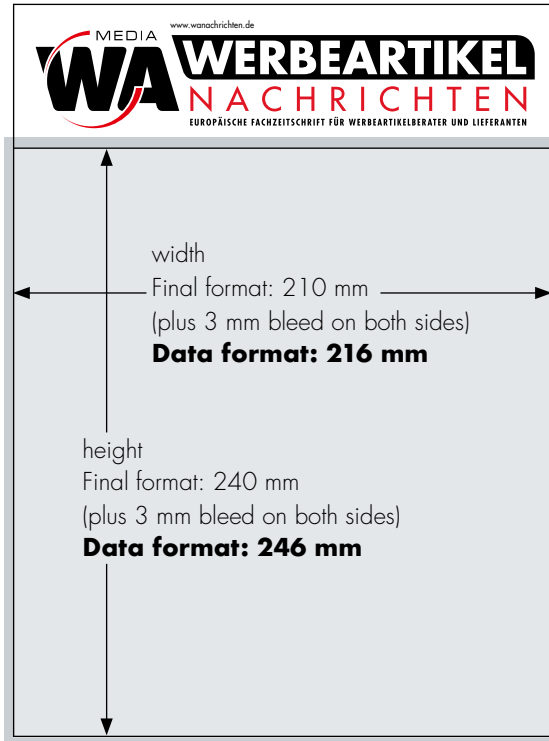
420 x 297 mm
Data format: 426 x 303 mm

1/2 Panorama



420 x 140 mm
Data format: 426 x 146 mm

Werbeartikel Nachrichten: Cover-Advertisement



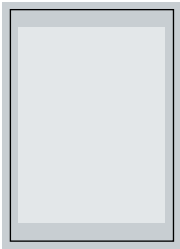
Data transfer

to Anik Ginet Servais, servais@waorg.com

For questions call: +49/221/68911-14

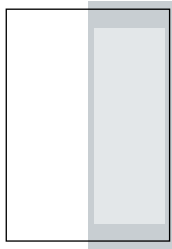
eppi magazine

1/1 page



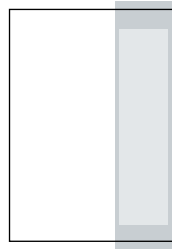
210 x 297 mm
Data format: 216 x 303 mm
182 x 260 mm

1/2 page vertical



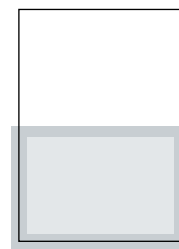
100 x 297 mm
Data format: 106 x 303 mm
90 x 260 mm

1/3 page vertical



70 x 297 mm
Data format: 76 x 303 mm
60 x 260 mm

1/2 page horizontal



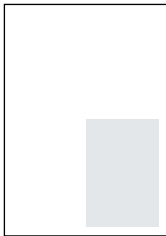
210 x 140 mm
Data format: 216 x 146 mm
182 x 130 mm

1/3 page horizontal



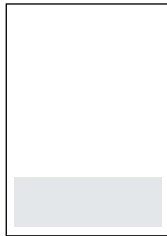
210 x 85 mm
Data format: 216 x 91 mm
182 x 75 mm

1/4 page vertical



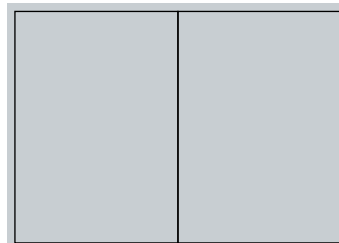
90 x 130 mm

1/4 page horizontal



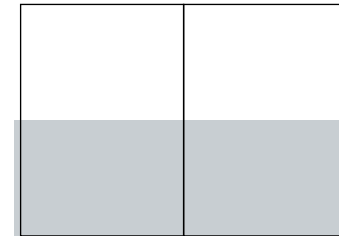
182 x 60 mm

Panorama



420 x 297 mm
Data format: 426 x 303 mm

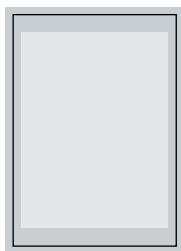
1/2 Panorama



420 x 140 mm
Data format: 426 x 146 mm

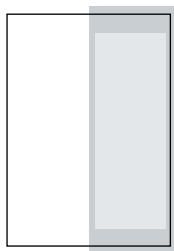
Promotion Products

1/1 page



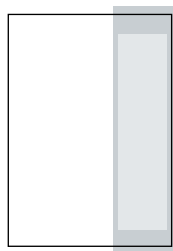
230 x 290 mm
Data format: 236 x 296 mm
190 x 234 mm

1/2 page vertical



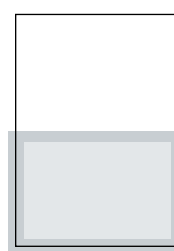
117 x 290 mm
Data format: 123 x 296 mm
100 x 234 mm

1/3 page vertical



75 x 290 mm
Data format: 81 x 296 mm
64 x 234 mm

1/2 page horizontal



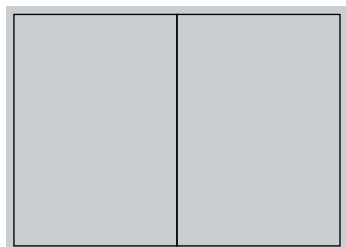
230 x 145 mm
Data format: 236 x 151 mm
190 x 117 mm

1/3 page horizontal



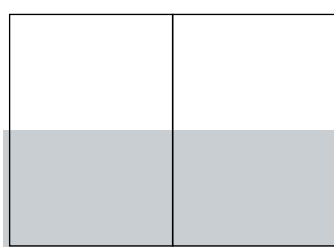
230 x 95 mm
Data format: 236 x 101 mm
190 x 78 mm

Panorama



460 x 290 mm
Data format: 466 x 296 mm

1/2 Panorama



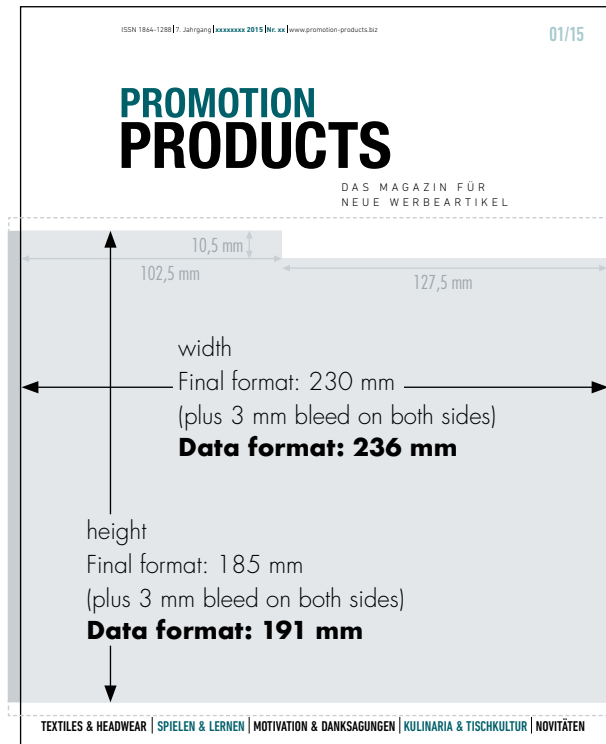
460 x 145 mm
Data format: 466 x 151 mm

FULL-FORMAT ADVERTISEMENTS

With a bleed of 3 mm

TYPE AREA ADVERTISEMENTS

Promotion Products: Cover-Advertisement



Motif

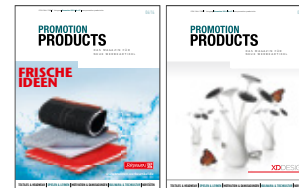
- Full format
- Ambient image
- Further possible elements: Slogan, logo, website

Please note: No white background, focus on a product as far as possible

Print material

PDF (PDF-X4)

Examples of motifs

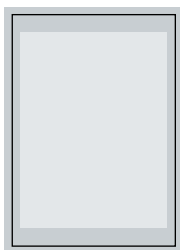


Data transfer

to Anik Ginet Servais, servais@waorg.com

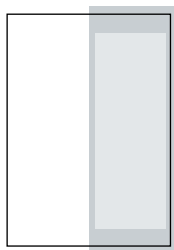
For questions call: +49/221/68911-14

1/1 page



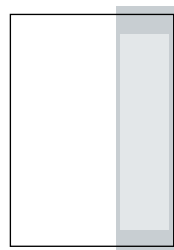
230 x 290 mm
Data format: 236 x 296 mm
200 x 260 mm

1/2 page vertical



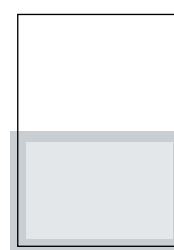
112 x 290 mm
Data format: 118 x 296 mm
97 x 260 mm

1/3 page vertical



78 x 290 mm
Data format: 84 x 296 mm
63 x 260 mm

1/2 page horizontal



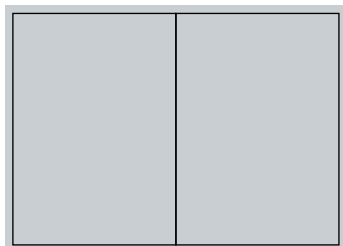
230 x 145 mm
Data format: 236 x 151 mm
200 x 130 mm

1/3 page horizontal



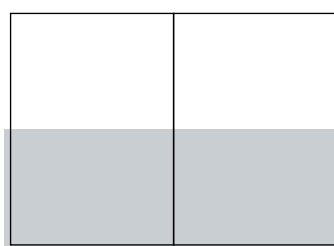
230 x 96 mm
Data format: 236 x 102 mm
200 x 81 mm

Panorama



460 x 290 mm
Data format: 466 x 296 mm

1/2 Panorama



460 x 145 mm
Data format: 466 x 151 mm

FULL-FORMAT ADVERTISEMENTS

With a bleed of 3 mm

TYPE AREA ADVERTISEMENTS

Data transfer

ADVERTISEMENTS

Print material must be provided in digital quality and must comply with the following guidelines:

3 mm bleed, without register marks and page information.

FILE TYPES (Please always state the programme in which the document was created)

InDesign

Open document (CS5 or CS5-IDML document) imports, supply fonts

PDF

"PDF-X4" or "print output quality". **Export specifications** for the creation of PDFs, as well as **preflight profiles** are available at: <http://profile.waorg.com> as a download.

Photoshop (CS5)

Format : PSD, TIF or JPG
Modus: CMYK
Resolution: 300 dpi

Illustrator

AI (CS5), PDF, CMYK, incorporate images (300 dpi, CMYK), convert fonts into paths

Minimum resolution

300 dpi (not interpolated)

Data media

CD-ROM, DVD

FTP-Upload

Please ask for access data via: <http://profile.waorg.com>

Profile and settings

The profile and settings are available as a download at: <http://profile.waorg.com>

Please send in addition a legally binding 4c print or a legally binding digital proof to:

WA Media GmbH
Anik Ginet Servais
Waltherstr. 49-51
D-51069 Cologne

E-Mail
servais@waorg.com
(max. 20 MB per mail)

IMPORTANT

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Data transfer

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Please send text and images separately (please don't integrate graphics/images into Word or Quark documents).
Text editing and layout is carried out at the publishers. Due to the tight schedules it is not possible to send proofs of PR articles.

Image formats
(for digital material): **PSD** (preferred),
 JPG, TIF, PDF (please state type)

Minimum width: **15** cm

Minimum resolution: **300** dpi (not interpolated)

Text formats: **.docx, .doc, .odt, .pdf** or **.rtf**

Please forward photos, product samples, etc.:

WA Media GmbH
Heike Pohl • Waltherstr. 49-51 • D-51069 Cologne
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