



Media Guide 2024

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Advertising sizes and display rates

<u>Format</u>	<u>Type area W x H [mm]</u>	<u>Bleed format W x H [mm]</u> plus 3 mm bleed	<u>4c-rates [Euro]*</u>
1/1 page	186 x 270	210 x 297	3.325,00
3/4 page	Portrait format 138 x 260	Portrait format 151 x 297	2.975,00
	Landscape format 186 x 195	Landscape format 210 x 211	2.975,00
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	Landscape format 186 x 173	Landscape format 210 x 189	2.575,00
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	2nd., 3rd. and 4th cover page (only 1/1 Page possible)	20 % overhead charge on display and colour rate	
Colour rate (Price reduction)	standard and process colour each (Euroscale)		355,00
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* all rates are excluding VAT. * less 5 % (all formats) with membership in Industrieverband Massivumformung e. V.

Printing process	Printing in Offset by Euro scale in CMYK colour space								
Ad material specifications	<p>Delivering of digital printing material as PDF, EPS or TIF file PDF file in ISO-Norm PDF/X-3:2002 The used fonts must be embedded or converted to characters in the data paths. Embedded image files must be delivered with a resolution of 300dpi. Drawings, logos or line motifs should be supplied as vector graphics or line scan with a resolution of 900 dpi. Data sets with file names of up to 27 characters (letters or numbers), without accents or special characters with Suffix, Further processing of non-editorial data will be invoiced separately. Open data files from below listed software, can be processed (names listed are registered trademarks):</p> <table><tr><td>Adobe InDesign CS6</td><td>Adobe PDF 10</td></tr><tr><td>QuarkXpress 9.3</td><td>Microsoft Word 2010</td></tr><tr><td>Adobe Illustrator CS6</td><td>Microsoft Excel 2010</td></tr><tr><td>Adobe Photoshop CS6</td><td>Microsoft Power Point 2010</td></tr></table> <p>Data files in the last mentioned Microsoft programs are generally not printable by Offset. A further processing except for editorial articles will be charged separately.</p>	Adobe InDesign CS6	Adobe PDF 10	QuarkXpress 9.3	Microsoft Word 2010	Adobe Illustrator CS6	Microsoft Excel 2010	Adobe Photoshop CS6	Microsoft Power Point 2010
Adobe InDesign CS6	Adobe PDF 10								
QuarkXpress 9.3	Microsoft Word 2010								
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