

## DEAR MEDIAHAUS CUSTOMER |

To ensure that your order is processed quickly, we would ask you to provide your data in accordance with our requirements. Having an optimised set of data helps to avoid additional work and, in turn, additional costs. If, for technical reasons, you are unable to provide data that corresponds to these requirements, please inform your project manager at MEDIAHAUS beforehand in order to avoid queries during the data-checking stage.

Thank you for your cooperation,  
The MEDIAHAUS team

## TABLE OF CONTENTS |

### 1. GENERAL INSTRUCTIONS FOR DATA DELIVERY |

- 1.1 File formats
- 1.2 Scale
- 1.3 Bleed margin
- 1.4 Protection area around logos, etc.
- 1.5 Colours
- 1.6 Fonts
- 1.7 Images
- 1.8 Lines
- 1.9 Bar codes
- 1.10 Finishing data
- 1.11 Naming files
- 1.12 Transferring files
- 1.13 Dummy production

### 2. NOTE |

### 3. CONTACT NAMES |

## GENERAL INSTRUCTIONS FOR DATA DELIVERY |

### FILE FORMATS |

As a PDF file (version 1.4 Acrobat 5) with a minimum of 300 dpi in CMYK colour space in ISO Coated (Fogra39). Please always send composite PDFs rather than pre-separated files. If you are sending open data – e.g. from Esko, ArtPro or AdobeSuite – please be sure to supply all fonts, images and logos with at least 300 dpi in CMYK colour space in ISO Coated (Fogra39). You can download the colour profile here: ISO Coated V2 (ECI), available at [www.eci.org](http://www.eci.org).

### Information for flexo printing:

When data is supplied as a PDF file, we prefer PDF standard X4, in which all transparencies and effects are retained. This allows us to make corrections in retrospect as well and also permits better data processing. Although it is still possible to supply a PDF with the X3 standard, please note that this limits our ability to process transparencies and effect settings, as these are not retained.

### SCALE |

Create your data in the original size. Please indicate width by height in mm. You should only create the file as 1:10 in the case of oversized dimensions.

### BLEED MARGIN |

Set up an all-round bleed of at least 3 mm in your documents (at least 10 mm in the case of large-format advertising media).

### PROTECTION AREA AROUND LOGOS, ETC. |

In the case of large-format advertising media, please set up an all-round protection area of at least 40 mm for logos, etc.

## COLOUR I

- **CMYK colour mode:**

The colour space for colour illustrations must be CMYK. RGB elements are not suitable for production purposes. If you are not able to prepare the data in CMYK, please contact your project manager.

- **„Greyscale“ colour mode for black/white images::**

The colour space for black/white images should be „greyscale“.

- **„Bitmap“ colour mode for line art:**

Line drawings require the „Bitmap“ colour mode for optimum print output.

- **Special colours in HKS or Pantone colour space:**

Special colours will only be accepted from HKS and Pantone colour space. Using designer colours will lead to additional costs. Please ensure that each special colour is only used once in the document. Similar designations such as „Pantone 142 C“ and „Pantone 142 U“ are to be avoided. Please also ensure that only colours that are actually used are listed. Please indicate if special colours have been used and define them accordingly.

- **Black objects must be overprinted:**

Black elements that are printed with 100% coverage must be „overprinted“. Coloured or grey objects must „knock out“ (i.e. visually block out) any coloured areas beneath them.

- **Text colour 100% black:**

When generating a PDF, it is possible that black text will only have, for example, a 90% level of grey. Please also ensure that your black text still has a 100% colour value after the PDF has been generated.

- **Resolution for colour images and greyscale:**

Recommended: 300 dpi, minimum 200 dpi

- **Line images:**

Recommended: 1,200 dpi, minimum 600 dpi

## FONTS |

All fonts should be embedded or, in order to avoid font-related problems, all text should be converted to paths. However, this means that it will not be possible to correct text at a later stage.

Do not use any font subsets. If this cannot be avoided for technical reasons, please send us the fonts together with your data.

## IMAGES |

If possible, set up images in CMYK colour space and avoid jpg compression. Image resolution is always 300 dpi calculated based on the final format. Preferred file formats: TIFF, EPS.

If you have layer images, please always send them as well.

## LINES |

- **Lines in full-tone colours:**

To ensure good visibility in the final product, the lines should have a colour tone of 100%.

- **Lines at least 0.1 mm:**

The line thickness should be at least 0.1 mm or, in the case of layout programs, at least 0.25 pt.

## BAR CODES |

- **Monochrome in full-tone colour:**

Bar codes should be set up as monochrome and filled with a full-tone colour.

- **As a vector, not a bitmap:**

The graphic should be available as a vector graphic or greyscale image.



Please note that all bar codes will be reconfigured by us. Through this and other test procedures undertaken as part of our quality management system, we can ensure unrestricted legibility. Accordingly, we would ask you also to check the number code carefully before the print data is approved.

## FINISHING DATA |

- **As an individual file:**

Please supply the finishing data (i.e. data regarding the type of finishing) as a separate file rather than as an additional page.

- **Indicate type of finishing clearly:**

Please indicate the finishing process clearly in the file, e.g. „hot punching“

- **We recommend vector graphics/bitmaps:**

For better quality, please set up the objects for finishing as a vector graphic or high-resolution bitmap.

- **The colour must be set up in 100% full-tone colour:**

The colour tone of the finishing elements must always be 100% colour. Problems can arise with objects that are not set up in 100% colour.

**Punching lines, crease lines and grooves should be overprinted as a special colour.**

## NAMING FILES |

- **Structure transfer files:**

Please set up your data arranged according to order part in designated folders or compressed directories.

- **Naming files based on content:**

The files should be named according to their content (e.g. „goethe\_cover.pdf“). For inside parts, the name should be based on the pages it contains. For instance, the file containing pages 1-254 should be called „S\_0001\_0254.pdf“ (note: S stands for Seite, the German word for page). Please use four digits for all numbers. Please keep your file names as short and understandable as possible, without using special characters. These special characters include not only umlauts (ä, ü, etc.) but also spaces, which can be replaced by an underscore (\_). In addition, file names should not contain more than one dot, which should be directly before the suffix (e.g. file\_010110.zip).

- **Indicate special forms clearly:**

Special forms, e.g. denoting different language versions, should be designated clearly from the outset, e.g. „CZ\_S\_0001\_0254.pdf“.

- **Name correction pages clearly:**

Files containing new correction pages should be designated accordingly, e.g. „korr\_S\_0234.pdf“, so that it is immediately clear what they contain. Please send correction pages individually.

- **Name finishing data clearly:**

Please designate the finishing file based on the type of finishing, e.g. „varnish\_MH\_cover.pdf“.

## TRANSFERRING FILES |

To allow us to process your order quickly and correctly, please let your project manager know when you intend to send us your print data and how you will be sending it.

- **E-Mail:**

Please send your data to fremddaten@mediahaus.de. If your data is more than 10 MB, please do not send it by e-mail but use one of the other methods below instead.

- **FTP server:**

If you would like to send your data via FTP server, please contact your project manager to receive your personal FTP access.

- **Data carrier:**

Please label the data carrier clearly with your contact details and order information.

- **Your web server::**

If you have the data on your own web server, please send the access data to your project manager.

- **Printouts:**

If possible, please send a colour printout as well. Colour proofs (e.g. Epson) are very helpful.

## DUMMY PRODUCTION |

To produce a dummy, we need specific information and documents from you in order to ensure that everything runs smoothly and to keep production paths as short as possible.

This includes information, data and materials such as:

- Flat original material
- Sample drawing/punched sample
- Colour proof for motif
- Punching data as CFF file
- Customer data
- Delivery date
- Number of dummies



## NOTE |

As working with increasingly complex data can give rise to interpretation and conversion errors, we would ask you to check our final product carefully before we commence the print run. We cannot provide any guarantee or accept any liability for errors such as these.

## CONTACT NAMES |

Our data delivery experts will be happy to assist you:

### Offset printing:

Mr Willi Böhm, reachable at: +49(0) 25 61 / 98 30 - 122

### Flexo printing:

Mr Jürgen Memmler, reachable at: +49(0) 21 51 / 55 98 - (6)14