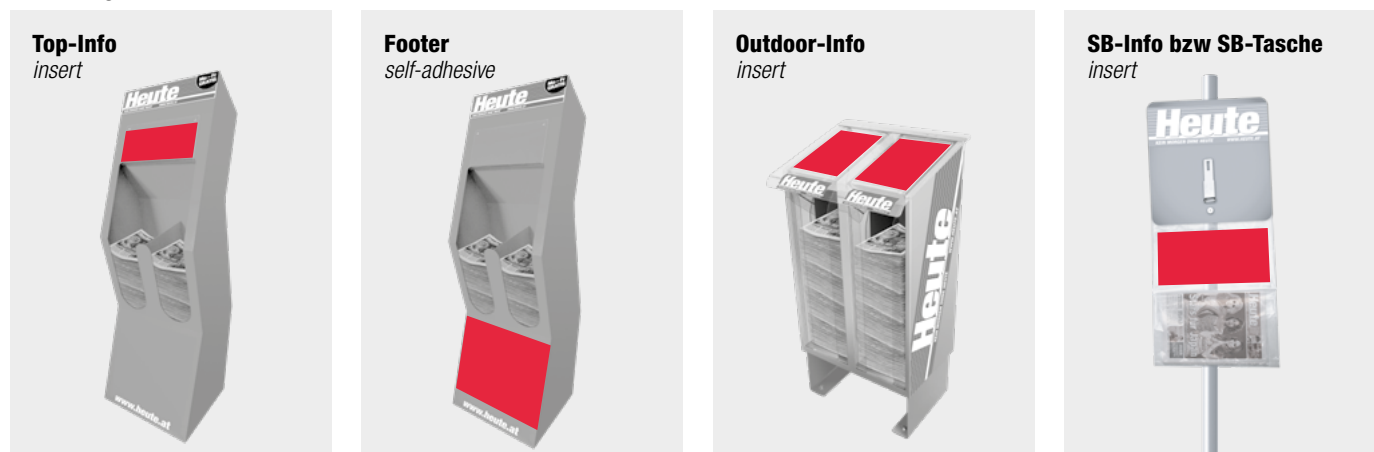


Out of home advertising on the „Heute“-boxes

Advertising media & formats



Formats Crop marks and 3 mm bleed allowance

420 x 175 mm

546 x 400 mm

225 x 300 mm

Lower Austria+Burgenland:
405 x 200 mm
Upper Austria: 385 x 205 mm

Distribution area

Vienna, Burgenland,
Lower Austria, Upper Austria

Vienna, Burgenland,
Lower Austria, Upper Austria

Vienna, Burgenland,
Lower Austria, Upper Austria

Burgenland,
Lower Austria, Upper Austria

Material deadline

5 business day before release

10 business day before release

5 business day before release

5 business day before release

File format	<ul style="list-style-type: none"> ■ PDF, TIFF or JPG ■ Preferred file format PDF/X-3 or PDF/X-4
Data delivery	<ul style="list-style-type: none"> ■ E-mail: produktion@heute.at ■ FTP: ftp://ftp.heute.at (username: heute password: heute)
bleeds	<ul style="list-style-type: none"> ■ Crop marks and 3 mm bleed allowance on all sides for sloping formats.
Image resolution	<ul style="list-style-type: none"> ■ For maximum print quality 300 dpi respectively 300 ppi for imprint size ■ Bitmap images at least 800 ppi, we recommend 1200 ppi for maximum print quality
Colors	<ul style="list-style-type: none"> ■ ICC-color profile: PSO LWC Improved (ECI) (characteristic: FOGRA45) ■ CMYK color mode only. Spot colors (Pantone, RAL, HKS, ...), RGB or Lab colors are automatically converted to the CMYK color space converted. This leads to a different reproduction in the print result.. ■ Solid black areas: Underlay cyan for a deep black with 30% dot value. (CMYK=30/0/0/100)
Overprinting	<ul style="list-style-type: none"> ■ The overprint/knockout settings must be set correctly. Colored or white text or graphics before colored Backgrounds must never be set to Overprint. The white elements would not be visible in the print. ■ Black overprint: By default, black is set to „Overprint“ in the most common graphics programs. As a result, an underlying color prints through and black gets a color cast. Since this can be a desired effect, the publisher only deactivates the „Black overprint“ setting if the customer explicitly requests it – provided the print data can be changed accordingly. How to control and specifically deactivate black overprinting is explained in the SchwarzUeberdrucken.pdf data sheet. ■ Black text up to 12 pt should overprint if it is on a colored background – otherwise it will produce flashes ■ Lines up to a thickness of 1 pt should also overprint if they are on a colored background - otherwise they will produce flashes
Fonts	<ul style="list-style-type: none"> ■ All fonts must be embedded or converted to outlines. ■ In the case of small fonts, no guarantee is given for legibility. ■ Do not use any system fonts or Type 1 fonts that are no longer permitted by Adobe
lines	<ul style="list-style-type: none"> ■ Positive at least 0.3 pt ■ Negative/Halftone at least 0.5 pt ■ No halrlines ■ Lines up to a thickness of 1 pt should also overprint if they are on a colored background - otherwise they will produce flashes
production costs	The production costs for the outdoor advertising forms on the „Heute“-boxes and self-service bags include printing, affixing, daily maintenance, documentation and removal of the inserts. The prices can be found in the currently valid tariff sheet.