Advertisement for free magazines

File format	■ PDF, TIFF or JPG ■ Preferred file format PDF/X-3 or PDF/X-4 ■ Save PDF as single pages
Data delivery, timings	■ Label data clearly: release date-customer name-format.pdf (format specifications: width x height in mm); e.g. 091223-company-100x136.pdf ■ ad deadline (=booking deadline): 10 business days befor release day * ■ material deadline: 6 business day befor release 12 pm * ■ * You can find the exact advertising deadline and printing material deadline in the current information sheet of the booked magazine. ■ E-mail: produktion@heute.at ■ FTP: ftp.heute.at (username: heute | password: heute)
Advertisement size bleed	■ In the case of size differences of up to 5%, the publisher is entitled adjust the subject according to the booking. ■ Format specifications are always width x height in mm ■ Crop marks and 5 mm bleed allowance on all sides for sloping formats. ■ Reductions in waistbands are taken into account by the printer.
Image resolution	■ For maximum print quality 300 dpi respectively 300 ppi for imprint size ■ However, at least 250 dpi or 250 ppi for the print size (= effective resolution) ■ Bitmap images at least 800 ppi, we recommend 1200 ppi for maximum print quality
Colors	■ 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)
Color proof	■ We need binding color proofs no later than 14 working days before ET. ■ Only proofs that are certified and created according to the specified ISO color profile (PSO LWC Improved ECI) are considered color-accurate. ■ Color deviations cannot be determined without color-binding proofs, so there is no possibility of complaints.
Overprinting	■ 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. ■ <u>Black overprint:</u> 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 <u>SchwarzUeberdrucken.pdf</u> 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	■ All fonts must be embedded or converted to outlines. ■ In the case of small fonts, no guarantee is given for legibility. ■ Colored or negative fonts should be at least 6 pt in a bold style without serifs. ■ Do not use any system fonts or Type 1 fonts that are no longer permitted by Adobe
lines	■ Positive at least 0.3 pt ■ Negative/Halftone at least 0.5 pt ■ No hairlines ■ Lines up to a thickness of 1 pt should also overprint if they are on a colored background - otherwise they will produce flashes
Screen ruling	60 L/cm (150 lpi)

Printable tonal rangeh	Benchmarks for „colorful"				Benchmarks for „black/white"
	light:	5 % Cyan	3 % Magenta	3 % Yellow 0 % Black	light: 5 %
	shade:	97 % Cyan	89 % Magenta	89 % Yellow 75 % Black	shade: 96 %

screen angle	Cyan: 75/165° Magenta: 15/105° Yellow: 0/90° Black: 45/135°
total ink coverage	up to max 300 %

Download	**PSO LWC Improofed (ECI) color profile** *php.heute.at/grafik/PSO_LWC_Improved_eci.icc*

Heute bringt's auf den ■

Advertisement formats for Magazine

The actually available formats can be found in the current information sheet of the magazine to be booked. a) stands for the bleed format; b) stands for the format in the type area

Margin formats need crop marks and 5mm bleed on all sides. see graphics.

2/1 page
a) 450 x 300 mm
b) 422 x 272 mm

1/1 Seite
a) 225 x 300 mm
b) 203 x 272 mm

1/2 page across
a) 225 x 150 mm
b) 203 x 136 mm

1/2 page high
a) 113,5 x 300 mm
b) 100 x 272 mm

1/3 page across
a) 225 x 105 mm
b) 203 x 91 mm

1/3 page high
a) 79 x 300 mm
b) 65 x 272 mm

1/4 page across
a) 225 x 82 mm
b) 203 x 68 mm

1/4 page high
classic: 100 x 136 mm
high a): 55 x 300 mm
high b) 48 x 272 mm

1/8 page across
100 x 68 mm

1/8 page high
48 x 136 mm