



Technical specifications for delivering advertising material

DELIVERING DIGITAL ADVERTISEMENTS:

1. Convert optimized RGB-images to CMYK with the correct ICC-profile: ISO Coated (FOGRA39)
2. Save the layout in pdf format, and make sure the texts are included in the artwork or embedded (Indesign - QuarkXpress), with the following settings:
 - PDF/X-3 - PDF 1.3 / compatibility Acrobat 4
 - images 300 dpi - artwork 1,200 dpi
 - bleed: 3mm
 - Output Intent Profile: ISO Coated (FOGRA39)
3. As an exception we can also use tiff formats (in CMYK)
4. All formats other than pdf or tiff, cannot be accepted
5. Advertisements which use the whole page (bleeding sizes) should include 3 mm bleeding on all sides
6. Texts in bleeding advertisements should be min 5 mm from the trim box
7. All non-bleeding advertisements, smaller than 1/1 page should be defined (either by a colored background or a frame)

Bleeding sizes

2/1 page: 426 x 303 mm (3 mm bleeding included on all sides)
1/1 page: 216 x 303 mm (3 mm bleeding included on all sides)

Non-bleeding sizes

2/1 page: 390 x 267 mm
1/1 page: 180 x 267 mm

width x height (not reversible)

The advertising material can also be transferred digitally by:
e-mail: materials@wallstreet-mr.com
ftp://wsmr:ftp@212.123.10.98