

# PROMOTION BUSINESS

# PROMOTION PRODUCTS

## Technical Guidelines for Advertisements

Please provide print material exclusively in digital quality in line with the following guidelines.

**Minimum resolution:** 300 dpi (not interpolated)

**File type:**

Freehand MX and Illustrator CS2:

eps, CMYK, incorporate images (300 dpi, CMYK), convert fonts into paths.

QuarkXpress 6 and InDesign CS2:

Open document (please save in one language), please supply imports and fonts.

Photoshop CS2:

Format: EPS, TIF oder JPG; Modus: CMYK; Auflösung: 300 dpi

PDF:

PDF-X3 or print output quality

Distiller settings for the creation of PDFs can

be downloaded under <http://profile.waorg.com>.

Please always state the programme in which the document was created.

**Profiles:**

Profiles can be downloaded under <http://profile.waorg.com>.

**ISDN number:**

+49/221/6807571 (Transfer times: 8.30 a.m. to 6.00 p.m. (unless otherwise arranged))

**ISDN card type:**

Macintosh Leonardo

**FTP-Upload:**

Access data can be found under <http://profile.waorg.com>.

**Please note:**

Please send in addition per post/courier a legally binding 4c print or a legally binding digital proof to: WA Publishing Ltd. · Anik Ginet Servais · Walther Str. 49-51 · D-51069 Cologne.

**e-mail:**

[info@waorg.com](mailto:info@waorg.com) (max.10 MB per mail)

**Data media:**

CD-ROM, DVD's

### Important:

We cannot be held legally responsible for faulty printing results regarding the colour and contents if the digital advertisement data is supplied w/o binding proof(s). Advertisements can be created on special request. The costs for this service and/or for carrying out corrections will be invoiced (separately).

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## *Technical Guidelines for Editorials*

**Image formats (for digital data):**

**Minimum width/height:**

**Minimum resolution:**

**Text formats:**

**Please send to:**

eps, tif, jpeg

15 cm

300 dpi (not interpolated)

doc or rtf, max. 800 characters

WA Publishing Ltd.

Heike Pohl · Walther Str. 49-51 · D-51069 Cologne

info@waorg.com

Please send text and images separately (do not integrate graphics or images into documents).  
Text editing and layout will be carried out by the publishers.

The following applies in general: One product image per editorial will be published.  
On request product samples can be sent to the above address to be photographed.

**Due to the tight schedules it is not possible to send proofs of product PR articles.**