

Technical Guidelines for Advertisements & Editorials

Print material must be provided in digital quality and must comply 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), imports, supply fonts

Photoshop CS2:

Format: EPS, TIF or JPG; Modus: CMYK; resolution: 300 dpi

PDF:

PDF-X3 or print output quality

Distiller settings for the creation of PDFs can be found under:

<http://profile.waorg.com> available as a download

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

Profile and Settings:

Profile and settings can be found under:

<http://profile.waorg.com> available as a download

ISDN number:

+49/221/6807571 (Transfer times: 8.30 a.m. to 6.00 p.m. (or by prior arrangement))

ISDN card type:

Macintosh Leonardo

FTP-Upload:

Please ask for access data via info@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 · Anik Ginet Servais · Walther Str. 49-51 · 51069 Cologne

e-mail:

info@waorg.com (max. 10 MB per mail)

Data media:

CD-ROM, DVD

Important:

We cannot be held legally responsible for faulty printing results if the digital advertisement data is supplied w/o proof(s). Advertisements can be created on special request.

The costs for this service and/or for carrying out corrections will be invoiced (separately).

Editorial:

Please send text and images separately (please don't integrate graphics/images into Word or Quark documents).
Text editing and layout is carried out at the publishers.

Image formats (for digital material):

EPS, TIF, JPG, PDF (please state type)

Minimum width:

15 cm

Minimum resolution:

300 dpi (not interpolated)

Text formats:

.doc, .pdf or .rtf

Please forward slides, photos etc. by post/courier:

WA Publishing

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

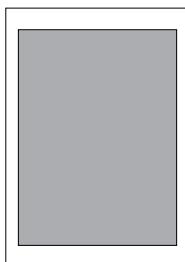
The **editorial deadline** must be respected, editorial contributions, which arrive too late, might not be included in the corresponding issue.

Due to the tight schedules it is not possible to correct proofs of PR articles.

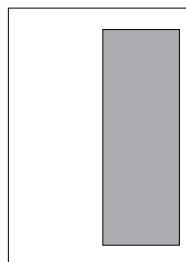
Advertisement Formats

Format	Print Space		Full Format (plus 3 mm all-round trim)	
	Width mm	Height mm	Width mm	Height mm
1/1-Page	182	260	210	297
1/2-Page horizontal	182	130	210	140
1/2-Page vertical	90	260	100	297
1/3-Page horizontal	182	75	210	85
1/3-Page vertical	60	260	70	297
1/4-Page horizontal	182	60	/	/
1/4-Page vertical	90	130	/	/
Front Page WA Nachrichten			210	240
Panorama Page			420	297
1/2 Panorama Page			420	140

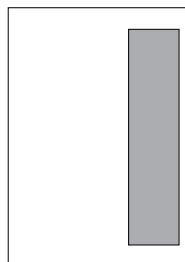
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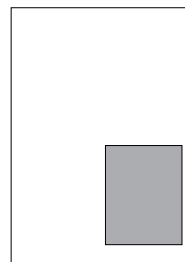
1/1 Page



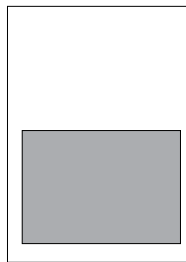
1/2 Page vertical



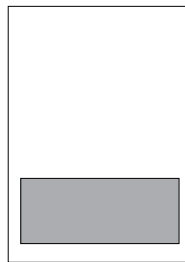
1/3 Page vertical



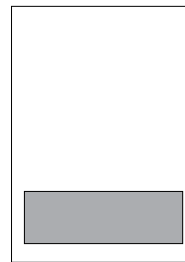
1/4 Page vertical



1/2 Page horizontal

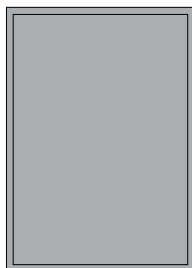


1/3 Page horizontal

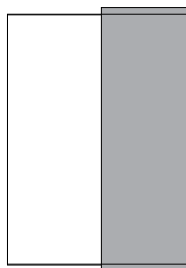


1/4 Page horizontal

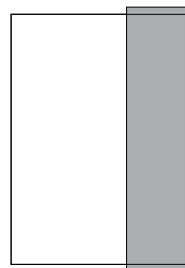
Full Format (plus 3 mm all-round trim):



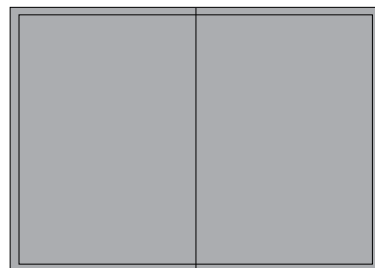
1/1 Page



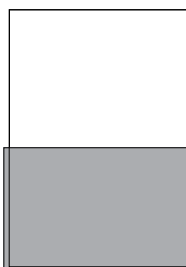
1/2 Page vertical



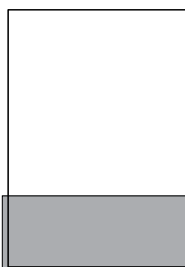
1/3 Page vertical



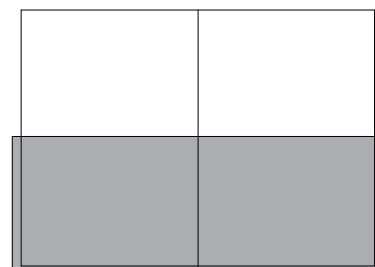
Panorama



1/2 Page horizontal



1/3 Page horizontal



1/2 Panorama