

## Specifications for data delivery of print adverts

Mechanical and other specifications	
File format:	PDF/X-4 file including crop marks
Ad size:	Please note that there are fixed ad sizes depending on the specific magazine (see rate card).
Fonts:	The fonts used in your advert must be either embedded in the PDF file or converted into outlines.
Images embedded in the PDF:	Minimal resolution is 300 dpi with a minimal image size totaling 10 cm. Line art requires a minimal resolution of 1200 dpi.
Trimming:	<p>The PDF file requires a bleed area (a) of 3 mm on all sides.</p> <p>When using software like Adobe InDesign the export option with crop marks is usually sufficient to set the measures of the Trim box (b) correctly. In case of Microsoft Word or other software the Trim box (b) must be created manually. The tool for “Crop Pages” in Adobe Acrobat (Version 6 and up) can be helpful in this case since it enables the user to check the position of the PDF Trim box (b) and adjust it if necessary.</p> <p>The Art box (c) containing text and graphic material should be surrounded by 8 mm of Trimbox area (b) on all sides.</p> <p>If an element (like an illustration) is intended to run to the edge of page and leave no margin it must bleed 3 mm into the Bleed box (a).</p>
Colors:	CMYK colorspace, no spot colors, total ink coverage less than 300 %
Overprinting/Knocking out:	Black ink on colored areas must be set to “overprint” and spot color areas the option “knockout” must be active. White area should generally be set to “knockout”.
File naming:	Please name your file according to your company and the advertised object (issue/year) while avoiding the use of special characters or umlauts.
Ad delivery:	Please contact: <a href="mailto:Dispo@pharmedia.de">Dispo@pharmedia.de</a>
Disclaimer:	The quality of your advert depends on the data delivered to us. We are not liable for any errors in text, color or graphic material that the advert contains.

