

Technical informations for: PZN 567758 • Ratecard 14 • In effect from 1/1/2012

Auto Bild Sportscars Jahrbuch

Addresses / Contacts

These entries were checked and certified by the publisher.

B&M Marketing GmbH	
Contact printing materials / technique	
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Important information

These entries were checked and certified by the publisher.

Legal notice/ disclaimer
The claims regarding expressed warranty in the disclaimer requires the adherence to the certified technical demands and standards displayed in the DUON-portal. This also applies to an advertisement delivery without proof. Slight variations in tone or colour may occur within the normal tolerances of the printing process. Slight variations in tone or colour may occur within the normal tolerances of the printing process.
Live matter
Live matter should be at least 5 mm removed from trimming edge.

File formats

These entries were checked and certified by the publisher.

Axel Springer Auto Verlag GmbH	
Adobe-PDF /X-3 /X-1a	
Mode:	CMYK
Fonts:	
Embedded:	Yes
Note:	The minimum font size amounts with rotogravure to 8 dots, with offset 6 dots and newspaper printing 7 dots. Fine Serifen are to be avoided. Multiple-Master - character fonts may not be used. Double byte character fonts may not be also used. True to type Character fonts should not be used - they must be released if necessary. Please, no character font modifications, like bold or italic.
Images:	
Colour and greyscale images:	304.80 dpi
Line drawing resolution:	1200.00 dpi
Image compression:	The quality of JPEG compressed photos is to be determined by the data manufacturer.

File transfer software

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Axel Springer Auto Verlag GmbH

DUON-PORTAL	
Platform:	Browser: Firefox 2.0, Safari 3.0, Explorer 7.0
Nr. / URL:	http://www.duon-portal.de/Jobs
Notes:	
Please, log in on the DUON portal for the data transmission. For more info please call +49 40/37411750	

Production

These entries were checked and certified by the publisher.

Evers druck GmbH

Placement: Cover				
Printing method: Offset according to ISO 12647-2				
Colour order:	CMYK			
Maximum of area coverage:	300%			
Minimum line width (mm):	BW:	0,05	4C:	0,05
Minimum negative line width (mm):	BW:	0,05	4C:	0,05
Minimum negative font size (pt.):	6			
Placement: Inside				
Printing method: Offset according to ISO 12647-2				
Colour order:	CMYK			
Maximum of area coverage:	300%			
Minimum line width (mm):	BW:	0,05	4C:	0,05
Minimum negative line width (mm):	BW:	0,05	4C:	0,05
Minimum negative font size (pt.):	6			

Finishing:	saddle stitched			
Size:				
Size of magazine (mm):	Width:	210.00	Height:	280.00
Type area (mm):	Width:	196.00	Height:	266.00
Bleed (mm):	Left:	3.00	Right:	3.00
	Top:	3.00	Bottom:	3.00

Proofs

These entries were checked and certified by the publisher.

Placement: Cover

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Printing method: Offset according to ISO 12647-2	
Proof device:	Epson Stylus Pro 4800/7800/9800
Profile:	ISOcoated_v2_ECI_39L_PK1-2_Ex8_GMGsemimatte250_V2.mx4
Checksum:	AADD24B1
Paper type:	GMG ProofPaper semimatte 250
Note:	
The Proof must have been produced 1:1 of the data delivered by DUON. Reference: the software for proofing is GMG Color Proof 04.	

Placement: Inside

Printing method: Offset according to ISO 12647-2	
Proof device:	Epson Stylus Pro 4800/7800/9800
Profile:	ISOwebcoated_28L_PK3_E48_GMGsemimatte250_V1.mx4
Checksum:	32874A77
Paper type:	GMG ProofPaper semimatte 250
Note:	
The Proof must have been produced 1:1 of the data delivered by DUON. Reference: the software for proofing is GMG Color Proof 04.	

Profiles

These entries were checked and certified by the publisher.

Placement: Cover

Printing method: Offset according to ISO 12647-2	
Profile:	ISOcoated_v2_300_eci.icc The profile is a component of a package (see profile package).
Package of profile:	The package is available in the following format: .zip Download Das Paket ECI_Offset_2009 enthält die ICC-Profile: ISO Coated v2 (ECI), ISO Coated v2 300% (ECI), PSO LWC Improved (ECI), PSO LWC Standard (ECI), PSO Uncoated ISO12647 (ECI), ISO Uncoated Yellowish, SC Paper (ECI), PSO MFC Paper (ECI), PSO SNP Paper (ECI), PSO Coated NPscreen ISO12647 (ECI), PSO Coated 300% NPscreen ISO12647 (ECI), PSO Uncoated NPscreen ISO12647 (ECI). Wenn Sie sich unsicher sind, welches dieser Offsetprofile Sie verwenden sollten, empfiehlt sich im Zweifelsfall die Verwendung von ISO Coated v2 300% (ECI).
Paper type:	Papiertyp 1 und 2, glänzend oder matt gestrichen Bilderdruck

Placement: Inside

Printing method: Offset according to ISO 12647-2	
Profile:	ISO Web Coated The profile is a component of a package (see profile package).
Package of profile:	The package is available for download in the following formats: .zip Download .sit Download Das Paket ECI_Offset_2004 enthält die ICC-Profile ISO Coated, ISO Web Coated, ISO uncoated und ISO Uncoated Yellowish. Wenn Sie sich unsicher sind, welches dieser Offsetprofile Sie verwenden sollten, empfiehlt sich im Zweifelsfall die Verwendung von ISO Coated.

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Paper type:	Papiertyp 3, glänzend gestrichen Rollenoffset (LWC)
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Issues and dates

These entries were checked and certified by the publisher.

1/13	
On sale date	11/16/2012
Copy deadline	10/19/2012
Booking deadline / Right of recission	10/12/2012

Ad size formats

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Format	O r i e	C o l s	Type area		Bleed	
			Width	Height	Width	Height
Single page formats						
1/1			196.00	266.00	210.00	280.00
1/1 Second cover page			196.00	266.00	210.00	280.00
1/1 Third cover page			196.00	266.00	210.00	280.00
1/1 Back cover			196.00	266.00	210.00	280.00
3/4	H		148.00	266.00	157.00	280.00
1/2	H		96.00	266.00	105.00	280.00
	Q		189.00	133.00	210.00	140.00
1/3	H		65.00	266.00	70.00	280.00
	Q		189.00	86.00	210.00	93.00
Double page formats						
2/1					420.00	280.00
1 1/2	H		299.00	266.00	306.00	280.00
1 1/4	H		251.00	266.00	258.00	280.00