

Transfer of digital data

When sending advertisements by E-Mail, via FTP or on CD, following information is required:

From/Company: _____

Contact: _____

Telephone: _____

Fax: _____

Advertisement information for:

☐ Autohaus ☐ Autoflotte ☐ Auto Service Praxis ☐ GW-Trends

☐ Sprit+ ☐ VKU ☐ Others: _____

Issue: _____

Rubric: _____

Ad format: _____

Color: _____

File name: _____

Data transfer by ☐ FTP ☐ E-Mail ☐ Disk by mail

Proof ☐ colour-consistent ☐ content is binding via mail (mark if applicable)

Data creating

- Please send printable PDF X3 files.
- Please use PDF version 1.3 for your document (no transparencies, please).
- Please add 3 mm at the edges in bleed advertisements.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- Ensure that all figures and colors are separated into its CMYK components.
- Please define black as pure black without any tone in the three color channels.
- Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black.
- Please also convert any spot colors into the corresponding CMYK definitions.
- Color application should not exceed 300 percent. We recommend profile ISOcoated_v2_300.
- Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

Data transfer

- Your data file should be named after the respective journal, followed by issue, customer and format (journal_issue_customer_motive_210x279.pdf).

Support to

- Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: anzeigen@le-tex.de.

Connections and Contact

E-Mail: anzeigen@le-tex.de

FTP: on request

Proofs to:

Springer Fachmedien München, Anzeigendisposition,
Aschauer Straße 30, 81549 München

Contact

le-tex publishing services
Anzeigenteam
Weißenfeller Straße 84
04229 Leipzig
Tel.: +49 341/355 356-145