

# Artwork for Lürzer's Archive

July 2006

## Format requirements

Single page: 205 mm x 285 mm (8 1/16" x 11 1/4")

Bleed: 3 mm on all 4 sides (1/8")

Please note that cover pages have a different width! Format: 200 mm x 285 mm! (7 7/8" x 11 1/4")

## Origination as PDF/X1a or PDF/3 data (no additional production charges):

We prefer files to be supplied as **PDF/X1a or PDF/X3 data in CMYK** colorspace.

Required minimum resolution for CMYK-images: 300 dpi and for bitmaps 1200 dpi.

When submitting PDF data for a double-page spread, please make up the PDF in **single pages**.

To ensure best print quality, please **send color proofs** prepared to FOGRA/SWOP standards. This proof has to be generated on the basis of the data as supplied – if no proof is furnished, accurate color reproduction cannot be guaranteed.

Color profile: data should be in ICC-Profile **ISOcoated**.

Attention: the color impression of RGB prints will never be equalled by those in CMYK.

PDFs other than PDF/X1a or PDF/X3 have to be adapted for further processing. Any additional costs incurred will be billed to the advertiser.

Non-standard proofs also require additional work; any additional costs will be billed to the advertiser.

Our **Acrobat Distiller settings** are available as download at [www.luerzersarchive.net/ratecard.asp](http://www.luerzersarchive.net/ratecard.asp)

Assistance for **creating PDF/X-files**: [www.pdfx3.org](http://www.pdfx3.org), [www.gwg.org](http://www.gwg.org)

Download **color profiles** free of charge at: [www.eci.org](http://www.eci.org)

## Origination as open data (subject to additional production charges):

Files can also be submitted as application files.

Accepted layout file formats: QuarkXPress, InDesign, Freehand, Illustrator, PageMaker or Photoshop (tif or eps). Please note the following minimum requirements:

**Documents:** Single page: 205 mm x 285 mm (8 1/16" x 11 1/4")

Bleed: 3 mm on all 4 sides (1/8")

Please note that cover pages have a different width! Format: 200 mm x 285 mm! (7 7/8" x 11 1/4")

**Fonts:** Please provide all fonts or convert fonts to paths.

**Images:** All graphics/images used in the layout must be supplied. Image formats accepted: TIFF, EPS-combined. All images must be saved without compression, as CMYK, bitmap or greyscale only. Required minimum resolution for CMYK images 300 dpi and for bitmaps 1200 dpi. Max. ink 340%. Color profile: data should be in ICC-Profile ISOcoated. Where another color profile is embedded, this color profile must also be provided! RGB files cannot be used for printing!

**Proof:** To protect against processing errors, please send proof, colorprint or pdf-softproof!

If no FOGRA/SWOP standards proof is supplied, accurate color reproduction cannot be guaranteed.

Color profile: Data should be in ICC-Profile ISOcoated.

Please do not send original files, only copies!

The advertiser is responsible for all additional production charges incurred in the processing of open data. Such costs will be billed to the advertiser.

## Electronic File Transfer

Please upload your pdf or folder to our FTP server by selecting the folder of the issue you have booked (e.g. Ads\_Archive\_406):

ftp.luerzersarchive.at

user: artwork

Password: art\$work

If you wish us to download the files from your server, send the ftp details to the following email-address: [b.gruhlke@bgr-druck.de](mailto:b.gruhlke@bgr-druck.de)  
(Do not send your files to this email address!)

## Data on CD/DVD

If you send a CD or DVD, please include all necessary items together with your **proof** (prepared to FOGRA/SWOP standards) and **ship to**:

BGR Druck-Service GmbH  
Mr. Burkhard Gruhlke  
Ferdinand-Porsche-Straße 51  
60386 Frankfurt am Main  
GERMANY