

**Please follow
these instructions**



GUIDELINES FOR THE DIGITAL TRANSFER OF ADVERTISING COPY

All Musik-Media magazines - Keyboards, Gitarre & Bass, Sticks and Sound & Recording (MI), Production Partner, Event Partner and Professional System (PRO) will be produced digitally. Please follow these guidelines in order to ensure a problem free transfer of data and the best possible printed result.

OPERATING SYSTEMS

→ Macintosh, PC

PROGRAMS

- Quark Xpress
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat

DATA FORMAT / IMAGE DATA / COMPRESSION

- Image data: TIFF, EPS, JPEG, PDF,
- Colours: cyan, magenta, yellow, black (EUROSCALA)
- For a perfect print quality your half-tone pictures should exhibit a dissolution of at least 300 dpi.
- For line art the minimum resolution is 600 dpi and 1200 dpi is ideal.

Compressed files: None of the image elements that are used should be compressed. Do not use JPEG or similar compression. The whole file may however be stuffed as SEA, SIT, ZIP or EXE (SEA)

FONTS

Include all character sets. Special fonts, eg logo fonts should also be included. TrueType fonts may not be used. When several related files are to be transferred please ensure that these files are placed in a single Directory (Folder). We undertake to check received files within one working day. You will immediately be informed of any incorrect data or files. Please enter contact details in the checklist.

PRIOR TO DATA TRANSFER

ORDER: Please ensure that an order for your advertisement has been sent to Musik-Media

FAX: Send us the CHECKLIST FOR DATA TRANSFER and a binding print out
For Keyboards, Gitarre & Bass and STICKS
to +49/(0)2236/96217-70
For Production Partner, Event Partner and Professional System
to +49/(0)2236/96217-88

PROOF: For colour advertisements please send a binding proof to:
MM-Musik-Media-Verlag GmbH & Co. KG
att. Vivien Hauser (MI) or
att. Marion Bondar (PRO)
Emil-Hoffmann-Str. 13
D-50996 Köln
Germany

CD-ROM: Please send CD-ROMS to the Musik-Media address until the deadline of printing material.

E-MAIL: anzeigen@musikmedia.de (maximum 20MB)

INTERNET: data transfer by browser: At <http://anzeigen.musikmedia.de>
you have the opportunity to load the advertisement data onto our server.
Please follow the guidelines of our advertisement system.

If you have further questions or need more technical information please feel free to contact us by telephone +49/(0)2236/96217-20.