



ADVERTISING SPECIFICATIONS

 **DELIVERY**

Delivery of files on CD, DVD, USB-stick, via e-mail (up to 10 MB) or wetransfer (ddreklame.wetransfer.com for files up to 20GB). When providing a CD or DVD we prefer receiving a copy instead of the original file(s). Because of archiving all initial files in our customer records, we assume that the CD or DVD will not be returned. To optimize the assessment of the image and the colors in advance, it is important to always include a reference print on which the filename, PMS color(s) and measurements are indicated. **Note that this print will not function as color reference but as a color indication.**

 **ILLUSTRATOR**

It is of great importance that all converted text and icons used in the file(s) are converted into paths, contours or outlines. This makes it unnecessary to enclose the original fonts. Illustrator files should always be prepared and delivered in CMYK color mode including PMS color numbers. If you place photos in an Illustrator file, please convert these files in advance to CMYK color mode. Optionally, you can provide photos/images separately (with the original RGB profile), so we can review and adjust/convert when necessary. The file size and resolution needs to be equal to the submitted file, so we can replace it easily.

INDESIGN

Documents created in InDesign can be packaged best via the menu 'File'. Thus, all used links (photos, logos, etc.) and fonts are packaged together. This open file is completely editable. Please do provide a reference PDF at low resolution when submitting an InDesign document, so we can verify the end result.

PHOTOSHOP

Photoshop files can be submitted as Photoshop, PDF, EPS or TIFF file. To optimize the file compression, we recommend to use the maximum JPEG quality. Using a digital source image of high quality and resolution is highly important in this process. The resolution of a Photoshop file with text, graphics and/or logos needs to be at least 100 dpi at 100% of the printing size to ensure high quality results. For large prints which are seen from relatively long distance (e.g. construction signs) lower resolutions are suitable. Indication:

- Distance 1 meter : 100 dpi (final format)
- Distance from 1 to 5 meters : 70 dpi (final format)
- Distance from 5 to 10 meters : 50 dpi (final format)
- Distance from 10 meters and up : 30dpi (final format)

PDF PDF

PDFs must be submitted as Certified PDF or as PDF with the highest CMYK configuration.
Make sure all fonts are embedded.

BLEED AND CROP MARKS

All print files must be delivered with a **10 mm bleed without cutting marks.**



A COMPUTER CUT LOGOS OR TEXT

Files should be submitted as Illustrator vector file.
Convert fonts to letter contours or include separately.



LAYOUT AND DESIGN OPTIONS

ddreklame has the opportunity to design files to your wishes. If you are unable to supply a ready files as stated earlier, we can take care of this. We will consult your wishes and identify what is needed to create a high quality end result. For example, think of:

- Logo (preferably EPS format with PMS colors or in CMYK)
- Photos (high resolution)
- Fonts (OpenType or True Type)
- Use of color (PMS / CMYK)
- Texts (Word(pad), Notepad, PDF, plain text)
- Dimensions

Any additional costs related to this of course vary per layout. For questions and/or comments you can always contact our DTP department, via email or telephone.

DTP / DESIGN

Leon Aantjes

leon@ddreklame.nl

(0184) 41 75 99