

## TECHNICAL DATA

### PRINT

#### FORMAT

Format in the section: 254 mm x 352 mm.  
Plus 5 mm bleed allowance at the top,  
bottom and the sides.

#### COLOURS

1– 4 colour (CMYK). No spot colours.  
Only define four colour process colours.  
Convert HKS and Pantone to the scale.

#### PRINT

Offset printing, 4/4 color scale according to  
DIN ISO 12647, Grid width 54 to 60.

#### DOCUMENT FORMAT

PDF, EPS, TIFF or JPG.  
The document must have a minimum reso-  
lution of 300 dpi. No data compression may  
be made. All image files should be in CMYK  
with a resolution of 300 dpi for a 1:1 repro-  
duction. They should be stored in TIFF or  
binary EPS format. Please check your overflow  
and overprint settings – to ensure in parti-  
cular the correct overprint of black.

#### FONTS/GRAPHS

The data transferred must include all the  
components required for exposure (images,  
logos, fonts etc.). No modified fonts or true-  
type fonts may be used.

#### COLOUR STYLE SHEET/PROOF

No guarantee for colour reproduction with-  
out a proof. For files that reach us on time  
(that is to say before the deadline for print  
material) we will, upon request, prepare a  
correction proof, for which a charge is made.

#### PRODUCT BRANDS

If you refer to the respective event in your  
advert, please use exclusively original data  
and no versions you have designed yourself.  
You can download the word marks under  
<https://markenportal.messefrankfurt.com>.  
They are protected and may not be changed.

#### TYPESETTING AND CORRECTION WORK

Incorrect exposures due to incomplete or  
faulty files, incorrect settings or incomplete  
information will be invoiced. This applies  
equally to additional typesetting or correction  
work.

#### SUPPLY ADDRESSES FOR PRINT DATA

**Messe Frankfurt  
Medien und Service GmbH**  
Publishing Services – Frankfurt daily  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt, Germany

Please use only CD-ROM or DVD-R disks or  
**send your documents by E-mail to:**  
**[ad-data-fd.musikmesse@messefrankfurt.com](mailto:ad-data-fd.musikmesse@messefrankfurt.com)**

Access data to the FTP server can be  
requested here:  
[ad-data-fd.musikmesse@messefrankfurt.com](mailto:ad-data-fd.musikmesse@messefrankfurt.com)

### DIGITAL

#### VIDEO

The video data must be provided as an MP4  
file, audio clips as an MP3 format. The file  
name should match the following example:  
**CompanyName\_musikmesse2018.mp4**  
**CompanyName\_musikmesse2018.mp3**

The running time of a video file should not  
exceed 2 minutes. Longer running times or  
larger quantities of data are only admissible  
by agreement with Messe Frankfurt Medien  
und Service GmbH. Furthermore, Messe  
Frankfurt Medien und Service GmbH reserves  
the right to decrease the video output quality  
and thus to reduce the video file size.

#### WEBLINK

The hyperlink target page is opened in a  
separate browser within the digital version of  
Frankfurt daily Musikmesse. In order to also  
guarantee playback on (Apple) iOS devices,  
the target page must not be based on flash  
programming.

#### DELIVERY OF DIGITAL DATA

**Please send your data by E-mail to:**  
**[ad-data-fd.musikmesse@messefrankfurt.com](mailto:ad-data-fd.musikmesse@messefrankfurt.com)**