

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 particu-
lar 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 Automechanika Frankfurt 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 informa-
tion will be invoiced. This applies equally to
additional typesetting or correction work.

DELIVERY OF DIGITAL DATA

Vogel Business Media GmbH & Co. KG

verlags-service@vogel.de

Volker Drescher

Phone: +49 931 418-2309

Ralph Dobler

Phone: +49 931 418-2349

Online delivery via FTP server via FTP client:

vogelftp.vogel-net.de

User: vs

Password: service

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_automechanika2018.mp4
CompanyName_automechanika2018.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 Vogel Business Media
GmbH & Co. KG. Furthermore, Vogel Business
Media GmbH & Co. KG 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 Automechanika Frankfurt.
In order to also guarantee playback on
(Apple) iOS devices, the target page must
not be based on flash programming.