

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.

DELIVERY OF 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.ish@messefrankfurt.com

Access data to the FTP server can be
requested here:
ad-data-fd.ish@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_ish2019.mp4
CompanyName_ish2019.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 ISH. 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.ish@messefrankfurt.com