MEDIA GUIDE

Guidelines for data transfer

DIERICHSDRUCK+MEDIA

Media guide

We process print PDFs as well as open documents (Adobe InDesign, Quark Xpress). Please contact us if you wish to do so. The required PDF files will then be created in house. Assistance and information on data preparation can be found on this page and in the download area of our website.

Delivery of data and documents
Released color prints and color proofs by Fogra standard can be sent to us via mail or courier. Please label all your documents with the object name for the purpose of unambiguous association.

You have several options for the delivery of data:

Internet portal
If you provide high resolution PDF files, you can use our Internet portal and save a lot of time – a service, which many of our customers use and appreciate. Your data will be checked automatically right after uploading and made available as released files upon request. You can upload amended documents free of charge until you give us the permission to print. You can access our portal from any location with Internet access – 24/7.

FTP – File transfer protocol
You may also transmit your data via ftp upload. Login details will be provided to you upon request by phone or e-mail. Please, contact us before you transfer any test data or production data. Always add a read-me file with the name and phone number of a contact person for each production and any important information like spot colours for example.

Data carrier
ISO-formatted CDs or DVDs, USB sticks and external hard disks are possible.

PDF-integrity
For a trouble-free production without extra costs, the data you provide has to meet the following requirements:

- **Single-page PDF file with trim box**
- **3 mm of bleed all around**
- **Unique file naming (see „File naming")**
- **All font data is embedded**
- **Resolution of at least 250 dpi**
- **CMYK color space >> The data may not contain RGB, LAB or ICC color spaces**
- **The color management must be completed before PDF creation, the profile has to be embedded. Attached color profiles are excluded in the data processing**
- **No attachments, no comments, no layers**

File naming
Please name your data as follows : page number_object name_issue (for example, 015_XXX_01-2015.pdf) and make sure to avoid special characters as well as spaces.
If you're not using our portal, each exchanged document requires „ … new1 „ (ascending) at the end of each file name.

Spot colors
Should your documents contain any additional colours beside the standard CMYK process colours, make sure you inform us when uploading your data. Please refrain from creating spot colours in documents that are not meant to be printed with an extra colour separation.

Bleed/Design
Please create your document in the desired page format with 3mm bleed and use these settings during the export process or the print to PDF process. Cutting marks should have an offset of 3 mm to the trimmed size format. Relevant images and graphic elements should be kept at least 3 mm, ideally 5 mm distant from the trimmed size.

Specifics regarding adhesive bond
Please provide the spine as a separate document. If you have graphics which start on the coverpage and continue on page 3, please note that the coverpage is taped over approximately 5 mm on the first and last content page. Regarding motifes overflowing into the content, you should be aware that perfect bounded products cannot be fully opened without damage to the band and the first 3 mm on each side are poorly visible. In case you need any clarification on the subject, please contact us by telephone.

Documents for corporate imprints, changes in price or language
We need documents for company imprints in the page format of the printed object, with appropriate placement of the impression motif. In case of pure price changes, please set the prices in additional spot color channels. This also applies for monochrome language changes. For corrections or replacement pages, we require the details of the parties concerned as well as the changes made by email.
This information is not necessary if you use our portal.

Please note: For a different texture data any liability for the correct print reproduction is excluded.

Existing software
Layout programs: Adobe InDesign, Quark Xpress
Image processing: Adobe Photoshop
Graphic design: Adobe Illustrator

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