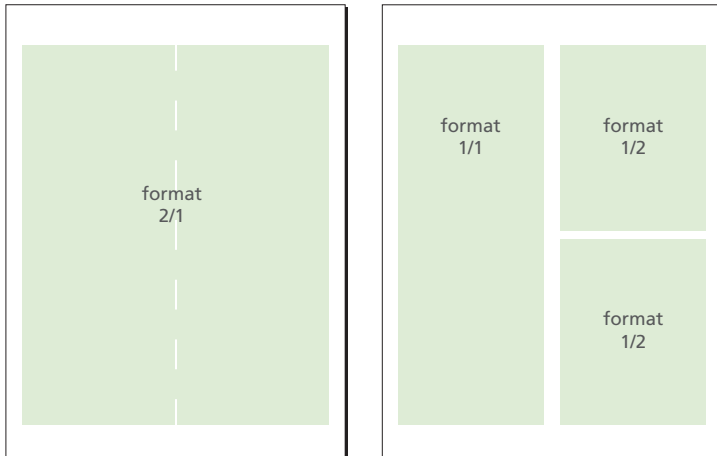


## Placements in trade fair catalogue



**Page format:** 105 x 280 mm (app. 1/2 A4 upright)

	<b>1/2 (without logo)</b>	<b>1/1 (with logo)</b>	<b>2/1 (with logo)</b>
Type area	90 x 115	90 x 235	210 x 235
Maximum number of characters for the whole placement incl. blanks	max. 1.000	max. 2.000	max. 3.800
Rate for exhibitors	*1	*2	on request
Rate for non-exhibitors	for exhibitors only	for exhibitors only	on request

\*1 Included in the Basic Media Package

\*2 Included in the Premium Media Package

### Delivery of print formats:

#### Text:

- in Microsoft Word compatible formats (e.g. DOC)

#### Image/Logo as TIFF:

- TIFF files having a resolution of 300 – 600 dpi in publication size
- CMYK images with 8-bit depth of shape minimum

#### Logo as EPS:

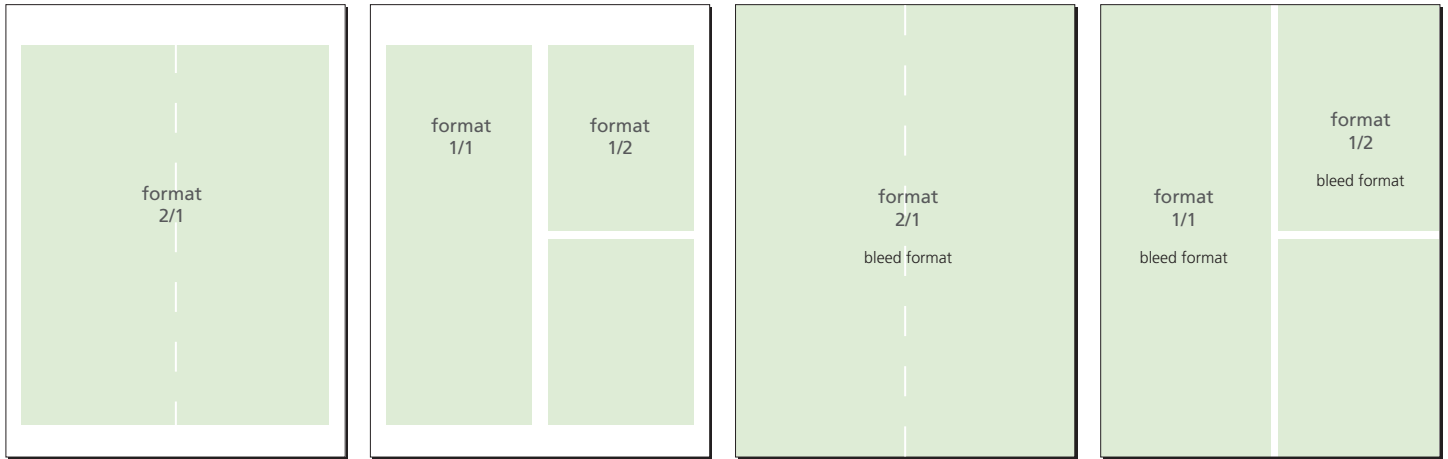
- All images must be embedded
- Type script must be converted into outline

Should you have any queries please do not hesitate to contact us on **+49 (0) 2 11/96 86–37 61** (Vanessa van der Mark, Assistant Project Manager)

All rates plus VAT



**Format of advertisement as available for the trade fair catalogue**



Page format: 110 x 280 mm

	<b>2/1</b>	<b>1/1</b>	<b>1/2</b>
Type area	210 x 235	90 x 235	90 x 115
Bleed format (for bleed ad 3mm)	220 x 280	110 x 280	110 x 140
Rate for exhibitors	€ 1,200	€ 850	€ 450
Rate for non-exhibitors	€ 1,440	€ 1,020	€ 540

\* For production-related reasons textual and visual contents must be placed at least 7 mm from the margins, otherwise their visibility cannot be guaranteed.

**Supply of print files:**

**As PDF-file:**

- PDF in publication size
- Half-tone images: required resolution 300 – 600 dpi
- Line art: required resolution 800 – 1200 dpi
- Composite CMYK images only (no RGB images)

**As TIFF:**

- TIFF files: required resolution 300 – 600 dpi
- CMYK images with 8-bit depth of shape minimum

**As EPS:**

- All images must be embedded
- Type script must be converted into outline

Should you have any queries please do not hesitate to contact us on  
**+49 (0) 2 11/96 86–37 61** (Vanessa van der Mark, Assistant Project Manager)

All rates plus VAT