

# DZE - DATA GUIDELINES

<b>IMAGE DATA</b> (minimum resolution 305 dpi) <ul style="list-style-type: none"><li>• Photoshop (Mac or MS-DOS)</li><li>• Tiff</li><li>• EPS (no RGB, no JPEG)</li></ul> <b>line</b> (minimum resolution 1200 dpi) <ul style="list-style-type: none"><li>• Tiff (bitmap)</li></ul> <b>vectors   graphics</b> <ul style="list-style-type: none"><li>• Freehand up to MX (Mac or MS-DOS)</li><li>• Illustrator up to 9 (Mac or MS-DOS)</li><li>• QuarkXPress up to 6.5 (Mac or MS-DOS)</li><li>• Pagemaker up to 7 (Mac or MS-DOS)</li><li>• InDesign up to CS (Mac or MS-DOS)</li></ul>	<b>DATA MEDIA</b> <ul style="list-style-type: none"><li>• CD   DVD</li><li>• floppy disk</li><li>...others on request</li><li>FireWire   USB-hard drive</li></ul> <b>COLOUR MODE</b> <p>For printing, CMYK is stipulated in general. If spot colours and true colours are used please set them up as a full tone and mark them.</p>
--	---

<b>ISDN   LEONARDO +49[0]201_31622_17</b> <ul style="list-style-type: none"><li>• all data in one file with a short reference note</li><li>• stuffed files are desirable</li><li>• text file with contact person and telephone number</li></ul> data transfer via MAC   ISDN-Leonardo: Please give notice to: <b>Mr. Quermann +49[0]201_83104_13</b>
<b>BY ARRANGEMENT</b> <ul style="list-style-type: none"><li>• RGB-colour</li><li>• JPEG-compression</li><li>• CorelDraw</li><li>• PowerPoint</li><li>• VenturaPublisher</li><li>• Excel</li><li>• PDF non-separated (see PDF specifications for CtP processing)</li><li>• PostScript-files</li><li>...other programs are also possible</li></ul>

<b>PDF SPECIFICATIONS FOR CTP PROCESSING</b>
<b>BASICS</b> <small>for further information please visit: <a href="http://WWW.DZESSEN.DE">WWW.DZESSEN.DE</a></small> <ol style="list-style-type: none"><li>1. PDF-Version 1.3 (always create PDFs with the Acrobat Distiller, not with the PDF Writer)</li><li>2. create PDFs with the correct bleed</li><li>3. all types have to be embedded</li><li>4. all images have to be embedded as hi-res files</li><li>5. images for 4-colour printing in CMYK mode, for 1-colour printing as grey scale value, for spot colours in Duplex   Triplex (and so on) – mode (no RGB images)</li><li>6. images to be embedded with a good quality resolution<ul style="list-style-type: none"><li>• no JPEG-compression</li><li>• no EPS 5</li></ul></li><li>7. Postscript files   PDFs always to be written Composite <b>Exception:</b> special/spot colour printing with Duplex images, in this case write Postscript files   PDFs separated</li><li>8. only send single pages, never stripped double pages</li><li>9. PDFs with a clear naming</li><li>10. <b>PDFs without trim marks:</b> to be created with necessary bleed, <b>identical for all pages</b>, i.e. DIN A4 portrait with 3mm bleed all over would be a PDF size of 216 x 303mm <b>PDFs with trim marks:</b> to be created with necessary bleed, <b>bleed may differ</b></li></ol>

TEL: +49[0]201\_83104\_13  
FAX: +49[0]201\_83104\_90  
ISDN | LEONARDO: +49[0]201\_31622\_17

## IMPORTANT INFORMATION

We also need a control printout, proof, fax or even press proof. Only a press proof guarantees accuracy of colour value. Please embed the types and graphics used in your document.

## ATTENTION!

When creating Freehand files the bleed of the page size has to be the same as the bleed of the entire file. If it isn't, change it before writing the job files. **Please find a description of writing PDFs in DIN-ISO Standard 15930-3 PDF | X-3: 2002.**

## SERVICE

On our homepage you will find all necessary information about creating PDF-files (click the 'Service' button)

Instructions how to distill PDF files with Acrobat 5.0 or 6.0 can be downloaded on

[WWW.DZESSEN.DE](http://WWW.DZESSEN.DE)