

Specifications for submission of text and images

Digital Photo Material

- The resolution of a picture has to be 300 DPI at a size of 100% (the printing size).
- Files have to be saved in .eps, .psd, .tif, or .jpg format. In a .jpg format the compression should not be lower than level 6.
- Digital photo camera images are 72 dpi; these have to be saved in as high as possible number pixels setting in the menu of the camera.
- Images imported in word processing programs like Word can not be used since these images have too low of a resolution (screen resolution of 72).
- Material: pictures and/or logos copied from the internet also have too low of a resolution and are thus unsuitable for use in printing.
- Colour profiles: try not to use colour profiles, but in case you would like to use them then make use of the profile AdobeRGB.icc or ColourMatchRGB.icc for RGB images, and for CMYK images use profile Offset Euro Pos U360 K85. This profile can be requested from HI.

Non-digital Photo Material

- Slides in a format as large as possible, in connection with dot size and enlargement factor. Small (35-mm) slides can work, but are less suitable since they often require an enlargement factor of 500%.
- Clear black/white or colour pictures with as high a quality as possible.
- Ready used images from a magazine or a flyer are less suitable for reproduction, since they are made up of screens.

Digital image or word trademarks

- Image or word trademarks composed in Adobe Illustrator are vector files and are suitable for use. Other vector programs such as Macromedia Freehand are also suitable, as long as they are saved as compatible with Illustrator.
- Make sure that with vector files, all text is converted into an outline or include all used fonts!
- Image or word trademarks saved in Adobe Photoshop or other 'picture programs' have to meet the same standards as described under 'Digital Photo Material'.

Texts

- Text files are preferably submitted in Word without hard sentence returns within paragraphs. Do not line up texts with spaces and try to minimize the use of tabs and text boxes. Send us a cleaned-up copy of your original computer file. In addition, send us a copy by mail or fax so that we are able to verify whether the file has arrived in its entirety.

Advertisements

- Submit in QuarkXpress up to version 6.5.
- Pictures must meet the specifications as described under 'Digital Photo Material'.
- Image or word trademarks have to meet the specifications as described under 'Digital Image or Word Trademarks'.
- **Send along all fonts that have been used.** Make sure that both the screen and the printer fonts are submitted..
- Free-standing images have to be put into a detached format with the use of a cutting pad in Photoshop. Never make images free-standing with the use of QuarkXpress since this can become unsightly when printing!

Submissions in other programs like Indesign is being accommodated as much as possible, but are always converted to QuarkXpress with possible slight changes as a result. Therefore always send a colour printout of your advertisement for verification purposes with the file!

SIZES

Width x Height in MM		In Inches		
Image size:	Vertical	Horizontal	Vertical	Horizontal
Bleed Size:	210 x 297		8,268" x 11,693"	
1/1 page:	190 x 280	-	7,480" x 11,024"	-
1/2 page:	93 x 280	190 x 138	3,661" x 11,024"	7,480" x 5,435"
1/3 page:	61 x 280	125 x 138	2,402" x 11,024"	4,941" x 5,435"
1/4 page:	93 x 138	-	3,661" x 5,425"	-
1/6 page:	61 x 138	-	2,402" x 5,435"	-

Colours

The reproduction of colours can present some difficulties. A screen expresses colours by way of light: red, green, and blue (RGB). Print work expresses colours in mixed ink (CMYK). RGB colours have to be converted by us or with the assistance of a lithograph for use within print work. Print work is composed of four different ink colours: Cyan, Magenta, Yellow, and Black. A printout from a colour printer is built up using colour toners and is not comparable to the end product of print work.

IMPORTANT

Language Transitions

Holstein International is a magazine that is published in 5 different language versions. The language transition is in the last printed colour, the black colour. For that reason, in order to enable us to adapt the advertisement to the different language versions, all texts have to be in black, or in a colour on a black background. A nicely designed and multi-coloured French text in a German language version of HI, read exclusively by German readers, will merely irritate the readers instead of making them interested in your products.



Submitting the material

Mail: on CD-rom/Zip disk
addressed to
Holstein International
Att. Advertentie afdeling
Juckemalaene 10
9051 MT Stiens, Nederland

e-mail: design@holsteininternational.com
Max. file size 3MB

FTP: [ftp.holsteininternational.com](ftp://ftp.holsteininternational.com)
Login: holstein
Password: ftp

Submitting in PDF

If you want to submit in Pdf format then the file from which the pdf document has to be made must meet the specifications provided above. The command options of the distiller have to be set as follows. You can also request the Joboptions from HI.

