

# Advertisements: specifications for submitting

You can submit your ad material in the following ways:

## Layout by our design team

HI has its own design team; they can design your advertisement in accordance with your specifications and requirements. (This service is included in the ad prices.) You might consider sending a sketch or sample via email or fax.

### Tips for submitting text and pictures

- Submitting **text** in Microsoft word or in the email message, unmade (no tabs or frames)
- **Pictures (digital):** high resolution – saved as .jpg, .eps, .psd, or .tif.
- **Pictures (print):** you can also send us printed pictures, we will scan the pictures for you
- **Logo's** preferably formatted as vector file in Adobe Illustrator, or saved as .jpg, .eps, .psd, or .tif, in high resolution.

## Professional submitting in Adobe Indesign

Submitting in Indesign CC, including all illustrations and fonts used. (We ask for an 'open file' so that we provide the translations. For support please add a high resolution PDF.)

## SIZES

Width x Height	in MM		In Inches	
	Vertical	Horizontal	Vertical	Horizontal
1/1 page:	210 x 297*	-	8,268" x 11,693"*	-
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"	-

\* With 1/1 page: take into account the 3mm (or 0,118") extra outflow on all sides and keep text 1cm from the edges

## MAILING / UPLOADING MATERIAL

Pictures and text can be mailed directly or via WeTransfer.com to: [sales@holsteininternational.com](mailto:sales@holsteininternational.com)

Large files (Indesign, photoshop) can be uploaded to our ftp site:

<ftp.holsteininternational.com>.





Username: holstein • Password: ftp

### Black Plate change during printing process: Technical background information regarding translations

**The text in your advertisement (to be translated) must be in black.**

- Every HI is printed in 5 languages, all of which are identical in content.
- We make one basic file in Indesign (eg in English). Once the design is complete we make 4 copies for the other languages.
- During the printing process a different black plate is used per language. Cyan, magenta and yellow remain on the press.

**Tip:** You can check your document to be "black plate change – proof" in Adobe Acrobat by turning off the black plate. (Tools > Print Production > Output Preview).

-  **Black text =** 0% cyan
-  0% magenta
-  0% yellow
-  **100% black**