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IMMOBILIEN ZEITUNG

FACHZEITUNG FÜR DIE IMMOBILIENWIRTSCHAFT

TECHNICAL SPECIFICATIONS
PRINT + ONLINE



Technical Specifications.

| | | | |
|---------------------|---|--------------------------|--|
| DATA FORMAT: | PDFx3. Open files upon request. | PAPER FORMAT: | 350 mm wide x 510 mm high |
| IMAGE RESOLUTION: | 300 dpi (minimum 200 dpi). | PRINT AREA: | 325 mm wide x 480 mm high |
| DATA CARRIER: | E-Mail: anzeigen@iz.de Upload: (upload link upon request) | NO. OF COLUMNS: | Text section: 5 columns at 61 mm Advertising section: 7 columns at 43 mm |
| PRINTING MATERIAL: | The delivery deadline for printed documents is the closing date for advertisement for the issue booked. Printed documents drawn up in the final format and without crop marks. | PRINTING PROCESS: | Newspaper offset printing, screen ruling 40 l/cm Dot gain 30 % |
| FONTS: | Fonts must be embedded in the Pdf or converted into paths. If the font is made up in white, the font size must be at least 7 point against multi-coloured backgrounds and must not be designed as a light section, otherwise 6 point suffices (printing colour black, overprinting mode) | PROOF: | In newspaper printing we require proofs on newspaper paper for coloured advertisements, so-called proofs with colours based on ISO 2846-2. For every advertisement please supply a colour or prepress proof. Without such a prepress proof the publishers will not provide any guarantee regarding the outcome of the printing process. To achieve optimum printing results for your advertisement, we require a proof for coloured advertisements that meets the ISO 12647-3 standard. An ugra/FOGRA media wedge of the same length as the motif must be included on the proof. If this is not the case, the colours cannot be accepted as binding. The values stipulated for the proof shall apply accordingly for an analogue or digital proof. |
| COLOURS: | CMYK Euroscala. Black text must be 100 % and made up entirely from black. Use ISOnewspaper26v4.icc in order to avoid colour inconsistency. Special colours/spot colours are made up using the Euro-scale. HKS colour tones are converted to the 4c colour spectrum and printed according to the Euro-scale. HKS colours which do not correspond to standard HKS colours will be adjusted for 2c and 3c advertisements. The colour profile is available for download at www.eci.org . | FILE FORMATS ONLINE: | Standard current formats are accepted: GIF, JPEG, PNG and HTML. |
| LINES: | Lines must be at least 0.25 pt, for white lines on a multi-coloured background at least 0.4 pt. | FILE FORMATS NEWSLETTER: | For banner insertions in the IZ aktuell newsletter: GIF or HTML. Animated GIFs are no longer supported by Outlook 2007 and above (according to Microsoft). Please include your desired target link. |
| QR CODE: | To improve the sharpness of contours, the QRC should be created in b/w (not in 4c and not as „copy and paste“). | | |
| COLOUR APPLICATION: | Maximum 240 % black composition at 85 %, GCR with 25 % under colour reduction desirable. | | |

IZ Specials.

IZ TRADE FAIR PLANNER (EXPO REAL) TRADE FAIR JOURNAL "INVESTING IN GERMANY" (MIPIM)

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|---------------------|--|
| PAPER FORMAT: | 240 mm wide x 335 mm high |
| PRINT AREA: | 231 mm wide x 325 mm high |
| NO. OF COLUMNS: | 4 columns at 54 mm |
| COLUMN-GAP | 5 mm |
| COLOURS: | black, cyan, magenta, yellow (Euroscale), no spot colours |
| PRINTING PROCESS: | Newspaper offset printing, screen ruling 40 l/cm |
| DATA FORMAT: | PDFx3. Open files upon request. |
| PRINTING MATERIAL: | Printed documents drawn up in the final format and without crop marks. |
| COLOUR APPLICATION: | Maximum 240 % black composition |
| COLOUR PROFILE: | ISONewspaper30v4.icc or ISONewspaper26v4.icc |

TRADE FAIR JOURNAL (EXPO REAL)

| | |
|---------------------|--|
| PAPER FORMAT: | 240 mm wide x 335 mm high |
| PRINT AREA: | 231 mm wide x 324 mm high |
| NO. OF COLUMNS: | 4 columns at 54 mm |
| COLUMN-GAP | 5 mm |
| COLOURS: | black, cyan, magenta, yellow (Euroscale), no spot colours |
| PRINTING PROCESS: | Newspaper offset printing, screen ruling 40 l/cm |
| DATA FORMAT: | PDFx3. Open files upon request. |
| PRINTING MATERIAL: | Printed documents drawn up in the final format and without crop marks. |
| COLOUR APPLICATION: | Maximum 240 % black composition |
| COLOUR PROFILE: | ISONewspaper26v4.icc |



Publisher information.

PUBLISHER:

IZ Immobilien Zeitung
Verlagsgesellschaft mbH

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PUBLICATION FREQUENCY:

weekly on Thursdays

CLOSING DATE FOR ADVERTISING:

8 days prior to publication



General Terms and Conditions available at www.iz.de/media/AGB

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