

### 3. Technical Information, Formats, Ad Deadlines

#### WELT AM SONNTAG/DIE WELT

**Type area** Nordic format: 374.5 mm wide, 528.0 mm high  
**Number of columns** Ad section 8, text passage 6

| Column Width | Ad Section | Text Passage | WELT AM SONNTAG Kompakt/<br>DIE WELT Kompakt <sup>1</sup> |
|--------------|------------|--------------|---|
| 1 column     | 45.0 mm    | 58.5 mm      | 45.0 mm   |
| 2 columns    | 92.0 mm    | 121.7 mm     | 95.7 mm   |
| 3 columns    | 139.0 mm   | 184.9 mm     | 146.4 mm  |
| 4 columns    | 186.0 mm   | 248.1 mm     | 197.1 mm  |
| 5 columns    | 233.0 mm   | 311.3 mm     | 247.8 mm  |
| 6 columns    | 280.0 mm   | 374.5 mm     | –   |
| 7 columns    | 327.0 mm   | –            | –   |
| 8 columns    | 374.0 mm   | –            | –   |

**When converting the text columns into advertisement columns, please use a conversion factor of 1.333.**

|                  |  |
|------------------|--|
| Printing process | Newspaper offset (ZRO)   |
| Printing form    | Offset printing plates   |
| Body type        | Advertising section positive 7 point, negative 8.75 point semi-bold and larger |

| Crossover Ads       | WELT AM SONNTAG/<br>DIE WELT   | WELT AM SONNTAG Kompakt/<br>DIE WELT Kompakt <sup>1</sup> |
|---------------------|--|---|
| <b>Print area</b>   | 777 mm wide, 528 mm high   | 530 mm wide, 370 mm high                                  |
| <b>Minimum size</b> | 1/2 page<br>The gutter margin (28 mm is calculated with an extra charge. | Gutter margin of 34 mm                                    |
| <b>Placement</b>    | According to prior arrangement   |   |

**Reservations for premium placements expire if no written booking order has been submitted four weeks before the ad deadline.**

<sup>1</sup>See conversion table in section 16.

#### WELT AM SONNTAG Kompakt/DIE WELT Kompakt

**Type area** Tabloid: 247.8 mm wide, 370.0 mm high  
**Number of columns** 5

#### WELT Print Total

##### Ad deadlines/Cancellation deadlines

|                     |                            |
|---------------------|----------------------------|
| General ad deadline | 8 days before publication  |
| Special formats     | 4 weeks before publication |

##### Print materials deadline

|                                  |                                    |
|----------------------------------|------------------------------------|
| General print materials deadline | 3 days before publication, 10 a.m. |
|----------------------------------|------------------------------------|

#### WELT Print Working Day

##### Ad deadlines/Cancellation deadlines

|                       |  |
|-----------------------|--|
| General ad deadline   | 1 day before publication, 10 a.m.      |
| Monday Edition        | Friday, 2:00 p.m.                      |
| DIE LITERARISCHE WELT | Friday of the previous week, 4:00 p.m. |
| Special formats       | 2 days before publication              |

##### Print materials deadline

|                                  |                                   |
|----------------------------------|-----------------------------------|
| General print materials deadline | 1 day before publication, 10 a.m. |
|----------------------------------|-----------------------------------|

## 15. Digital Transfer of Print Materials

### GENERAL INFORMATION

#### Data Transfer

The electronic transfer of print materials occurs via the Internet (<https://motiveingang.axelspringer.de>).

Reception per email is also possible for special circumstances ([apdtp-berlin@axelspringer.de](mailto:apdtp-berlin@axelspringer.de)).

We request that you contact us to set up the transfer account before the start of regular operations.

#### File Format

PDF/X-1a:2001, PDF/X-3:2002, PDF/X-4:2008

In general, we do not use any open formats. The files must be set up in the original size of the ad; please do not set up trim signs.

#### Contact

The AdMedia-Pool can be reached Monday–Friday from 9:00 a.m. to 6:00 p.m.

Tel.: +49 (0) 30 25 91 - 7 39 50

Tel.: +49 (0) 30 25 91 - 7 29 20

Fax: +49 (0) 30 25 91 - 7 29 77

#### Address for Print Materials

Axel Springer SE

AdMedia-Pool

BILD und WELT

Axel-Springer-Straße 65

D-10888 Berlin

#### Fonts

All used fonts must be embedded.

Positive fonts from 6 point, negative fonts from 8.75 point semibold, sans-serif

#### Line Width

Line width starting at 0.2 mm (positive)/starting at 0.3 mm (negative)

#### Tabloid format

Print materials for the Nordic format will automatically be adapted to the size of the tabloid format.

As an alternative, separate print materials can be delivered. Please contact us for the format data.

**For ads that are scaled in the tabloid format, we recommend the following font sizes and line widths in order to ensure optimal readability:**

Positive fonts from 9 point

Negative fonts from 12 points, semibold, sans-serif

Positive lines at least 0.3 mm

Negative lines at least 0.45 mm

#### Printing Process

(Coldset) web-fed offset, ISO 12647-3:2005

#### TECHNICAL SCREENS

##### Dynamic Range

Tonal gradations in print from 3% to 95%

##### Dot Gain

50% tone of the source material gains approx. 26% in newspaper offset printing.

##### Screen Count

Sublima Hybrid 60 Screen

##### Screen Angle

Cyan = 15°, magenta = 75°, yellow = 0°, black = 45°

##### Colours

Euro Scale ISO 2846-2 (sample of the HKS colours, version 2006 in combined CMYK print upon request).

#### Registration Mark Tolerance

≤ 0.3 mm

#### Trapping

> 0.3 mm

#### Proof Print

Provided client proof, matched with newspaper print.

#### Image Resolution

250 dpi, for line max. 1,270 dpi

#### Colour Processing

Please use the ICC colour profile ISOnewspaper26v4.icc.

This takes into account the parameters of achromatic composition, max. total colour application and dot gain in newspaper printing. The profile can be downloaded at <http://www.axelspringer.de/icc>

#### QR Code

We recommend a minimum format of 25 x 25 mm and resolution of 300 dpi to ensure the readability of QR code illustrations in newspaper printing. The advertising client is responsible for the content of the link.

#### Print Quality

In the case of different data structures, no guarantee can be given for the print quality. Variations in colour within and between the places of printing are caused by the process and do not justify claims for compensation. No guarantee is given for the accurate realisation of 4c ads by means of ICC colour profiles. The dimensional stability of the print paper is subject to slight variations due to the processes used.