

# 15. DIGITAL TRANSFER OF PRINT MATERIALS

## GENERAL INFORMATION

### Data Transfer

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

Transfer via E-mail is also possible in 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

We recommend the file format **PDF/X-4:2008**.

The file formats PDF/X-1a:2001 and PDF/X-3:2002 remain valid and are also accepted.

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 ad management 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

### Address for Print Materials

Axel Springer SE  
Herstellung News Media National  
Planungs- und Anzeigenmanagement  
Axel-Springer-Straße 65  
D-10888 Berlin

### Fonts

All used fonts must be embedded.

Positive fonts from 6 point, negative fonts from 8.5 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 on request).

### Registration Mark Tolerance

≤ 0.3 mm

### Trapping

> 0.3 mm

### Image Resolution

250 dpi, for line max. 1,270 dpi

### Colour Processing

Please use the ICC colour profile ISOnewsaper26v4.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 event 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.

# 16. FORMAT ADJUSTMENTS

**Please observe when delivering print materials for WELT AM SONNTAG and WELT AM SONNTAG Kompakt:**

Owing to the different type area of WELT AM SONNTAG and WELT AM SONNTAG Kompakt, the publisher automatically adapts the print materials for WELT AM SONNTAG Kompakt in as far as it is suitable and corresponds with the format coordinates of WELT AM SONNTAG. If the print materials are to be delivered for both titles, the above-mentioned conversion factors must be considered.

**WELT AM SONNTAG/DIE WELT**

**Print area** Nordic format: 374.5 mm wide, 528.0 mm high

**Number of columns** Ad section 8, text passage 6

**WELT AM SONNTAG Kompakt**

**Print area** Tabloid: 247.8 mm wide, 370.0 mm high

**Number of columns** 5

**Scaling Information for Format Adjustment**

	WELT AM SONNTAG/DIE WELT			WELT AM SONNTAG Kompakt				
	Columns	Column width (mm)	Height (mm)	Columns	Column width (mm)	Height (mm)	Factor %	Reduce to ...
Text passage/page corner/strip ads	1	58.5	Max. height 406	1	45.0	Height x 76.92%	76.92	Width
	2	121.7	Max. height 406	2	95.7	Height x 78.64%	78.64	Width
	3	184.9	Max. height 406	3	146.4	Height x 79.18%	79.18	Width
	4	248.1	Max. height 406	4	197.1	Height x 79.44%	79.44	Width
	5	311.3	Max. height 406	5	247.8	Height x 79.60%	79.60	Width
	6	374.5	Max. height 406	5	247.8	Height x 66.17%	66.17	Width
Page-height ads; ads will be scaled down to 370 mm for placement at the centre of a white space	1	58.5	528.0	1	45.0	370.0	70.08	Height
	2	121.7	528.0	2	95.7	370.0	70.08	Height
	3	184.9	528.0	3	146.4	370.0	70.08	Height
	4	248.1	528.0	4	197.1	370.0	70.08	Height
	5	311.3	528.0	5	247.8	370.0	70.08	Height
Strip	8	374.0	66.0	5	247.8	43.7	66.26	Width
	8	374.0	100.0	5	247.8	66.3	66.26	Width
	8	374.0	132.0	5	247.8	87.5	66.26	Width
	8	374.0	176.0	5	247.8	116.6	66.26	Width
	8	374.0	264.0	5	247.8	174.9	66.26	Width
	3	184.9	308.0	3	146.4	243.9	79.18	Width
	3	184.9	231.0	3	146.4	182.9	79.18	Width
	3	184.9	250.0	3	146.4	198.0	79.18	Width
Page corner ads	3	184.9	264.0	3	146.4	209.0	79.18	Width
	1	58.5	100.0	1	45.0	76.9	76.92	Width
	2	121.7	100.0	2	95.7	157.3	78.64	Width