10. TECHNICAL SPECIFICATIONS, CLOSING DATES

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
WELT AM SONNTAG Kompakt
Type area tabloid: 247.8 mm wide, 370.0 mm high / number of columns 5

Column width	Ad section	Text passage	WELT AM SONNTAG Kompakt[1]
1 column	45.0 mm	58.5 mm	45.0 mm
2 column	92.0 mm	121.7 mm	95.7 mm
3 column	139.0 mm	184.9 mm	146.4 mm
4 column	186.0 mm	248.1 mm	197.1 mm
5 column	233.0 mm	311.3 mm	247.8 mm
6 column	280.0 mm	374.5 mm	-
7 column	327.0 mm	-	-
8 column	374.0 mm	-	-

Crossover ads	Nordic format	Tabloid format
Type area	777 mm wide, 528 mm high	530 mm wide, 370 mm high
Minimum size	½ page, 777 mm wide, 264 mm high, the gutter (28 mm) is calculated with surcharge	Gutter margin 34 mm
Placement	According to prior arrangement	According to prior arrangement

[1]See conversion table

WELT AM SONNTAG	
Ad closing dates / cancellation deadlines	
General ad deadline	Monday before publication, 12.00 p.m.
DIE LITERARISCHE WELT	Friday of previous week, 16.00
Special formats	4 weeks before publication
Printing material deadlines	
General printing material deadline	3 days before publication, 10.00 a.m.

DIE WELT	
Ad closing dates / cancellation deadlines	
General ad deadline	2 days before publication, 2:00 p.m.
Monday issue	Friday before publication, 2:00 p.m.
Special formats	2 weeks before publication
2/1 page, opening spread	1 week before publication
Printing material deadlines	
General printing material deadline	1 day before publication, 10:00 a.m.

WELT Print Total	
Ad closing dates / cancellation deadlines	
General ad deadline	See above
Special formats	4 weeks before publication
Printing material deadlines	
General printing material deadline	See above

11. PRINTING MATERIAL

Data transfer
Printing materials are transferred electronically by the internet (https://transfer.axelspringer.de). Receipt by e-mail is possible in exceptional cases (apdtp-berlin@axelspringer.de).

File format
We recommend the file format PDF/X-4:2008. The file formats PDF/X-1a:2001 and PDF/X-3:2002 are still valid and are also accepted. Basically we do not use any open formats. The files must be set up in the original size of the ad.

Contact
The ad management is available Monday–Friday from 9.00 a.m. to 6.00 p.m.
Tel: +49 (0) 151 194 708 19
Tel: +49 (0) 175 728 493 3

Address for printing material
Axel Springer Deutschland GmbH
Herstellung / Planungs- und Anzeigenmanagement
Zimmerstraße 50
10888 Berlin

Fonts
All fonts used must be embedded. Positive fonts from 6 point, negative fonts from 8.5 point, semi-bold, sans-serif

Line width

Line width from 0.2 mm (positive)/from 0.3 mm (negative)

Tabloid format
Printing materials for the Nordic broadsheet format will automatically be adapted to the size for the Nordic tabloid format. As an alternative, separate printing materials can be delivered. Please contact us for format specifications. For ads scaled to tabloid format, we recommend the following font sizes and line widths to ensure optimal readability. Positive fonts from 9 point, negative fonts from 12 point, semi-bold, sans serif, positive lines min. 0.3 mm, negative lines min. 0.45 mm.

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

TECHNICAL SCREEN
Dynamic range: tonal gradations in print from from 3% to 95%.
Dot gain**:** 50% tone of the source material gains approx. 26% in newspaper offset printing.
Colours: Euroscale ISO 2846-2 (sample of the HKS colours, version 2006 in combined CMYK print on request).
Registration mark tolerance ≤ 0.3 mm
Image resolution: 250 dpi, for line max. 1,270 dpi
Colour processing: please use ICC colour profile ISOnewspaper26v4.icc.

This takes into account the parameters of achromatic composition, max. total colour application and dot gain in newspaper printing.

Download profile:
https://transfer.axelspringer.de/download/icc/ISOnewspaper26v4.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. Colour variations within and between printing locations are process-related and do not justify any claims for compensation. No guarantee is given for the accurate realisation of 4c advertisements via ICC colour profiles. The dimensional stability of newsprint is subject to slight variations due to the processes used.

12. FORMAT ADJUSTMENTS

PLEASE OBSERVE WHEN DELIVERING PRINTING MATERIAL 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 printing materials for WELT AM SONNTAG Kompakt where this is suitable and corresponds with the format coordinates of WELT AM SONNTAG. If the printing materials are to be delivered for both titles, the conversion factors indicated below must be considered. WELT AM SONNTAG / DIE WELT, type area Nordic format: 374.5 mm wide, 528 mm high, number of columns ad section 8, text passage 6 WELT AM SONNTAG Kompakt, type area: tabloid: 247.8 mm wide, 370 mm high, number of columns 5.

	WELT AM SONNTAG			WELT AM SONNTAG Kompakt				
	Columns	Width (mm)	Height (mm)	Columns	Width (mm)	Height (mm)	Factor %	Reduction after
Text passage/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
1/1 page	6	374.5	max. height 406	5	247.8	Height x 66.17 %	66.17	Width
Page height ads Ads are scaled to 370 mm placed in centre on 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
Strips	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
Corner	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
	3	184.9	264.0	3	146.4	209.0	79.18	Width