

## Transfer of digital data

When sending advertisements by E-Mail, via FTP or on CD, following information is required:

From/Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

## Advertisement information for:

Autohaus       Autoflotte       Auto Service Praxis       GW-Trends

Sprit+       VKU       Others: \_\_\_\_\_

Issue: \_\_\_\_\_

Rubric: \_\_\_\_\_

Ad format: \_\_\_\_\_

Color: \_\_\_\_\_

File name: \_\_\_\_\_

Data transfer by     FTP     E-Mail     Disk by mail

Proof     colour-consistent     content is binding    via mail (mark if applicable)

## Data creating

- Please send printable PDF X3 files.
- Please use PDF version 1.3 for your document (no transparencies, please).
- Please add 3 mm at the edges in bleed advertisements.
- A double-page should be one pdf file.
- It is recommended to create double-page spreads without doubling the gutter.
- All elements, which should be visible, must have a minimum distance of 3 mm to the bleed.
- Ensure that all figures and colors are separated into its CMYK components.
- Please define black as pure black without any tone in the three color channels.
- Dark gray text should have a maximum tonal value of 84.9%; otherwise please use 100% black.
- Please also convert any spot colors into the corresponding CMYK definitions.
- Color application should not exceed 300 percent. We recommend profile ISOcoated\_v2\_300.
- Images should ideally have a resolution of 300 dpi, and must have a minimum resolution of 200 dpi.

## Data transfer

- Your data file should be named after the respective journal, followed by issue, customer and format (journal\_issue\_customer\_motive\_210x279.pdf).

## Support to

- Creating PDF X3, Distiller-Joboptions, Pitstop Settings etc. available via E-Mail: anzeigen@le-tex.de.

## Connections and Contact

E-Mail: anzeigen@le-tex.de

FTP: on request

## Proofs to:

Springer Fachmedien München, Anzeigendisposition,  
Aschauer Straße 30, 81549 München

## Contact

le-tex publishing services  
Anzeigenteam  
Weißenfeller Straße 84  
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