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Fact Sheet - Marketing	Section: On Site
Product name:	Sample picture:
Easy Discs	
Artwork until:	Data:
4 weeks before the start of the exhibition	Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Format:	Resolution:
Ø 1,00 m	72 till max. 100 dpi in original size
Colour management:	
<ul style="list-style-type: none">- Pantone color definitions „solid coated“ or „solid uncoated“ (excluding 800 series)- HKS color definitions „HKS-K“ (e.g. HKS 44 K)- CMYK values, we use prepress innovations DCS Book uncoated or coated color scale	
Transparencies:	Programs:
Please supply only PDF files in which the transparencies are reduced. It can cause serious errors in the print result if non-reduced PDF files are used (stored compatibility via Acrobat 4 PDF 1.3)	Adobe Illustrator, Macromedia Freehand or Adobe Photoshop
Information:	
<u>Please note</u>	
Coloured pixel images contained in these files must be saved as CMYK EPS with JPEG compression (maximum quality).	
It may be necessary to take down the EasyDiscs for safety reasons in case of storms etc.	
The production of two different layouts is included in the price. For each additional layout we charge an extra of € 150,-.	

Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):

