



TECHNICAL INFORMATION



SMART MAGAZINE

Smart Magazine - Technical guidelines



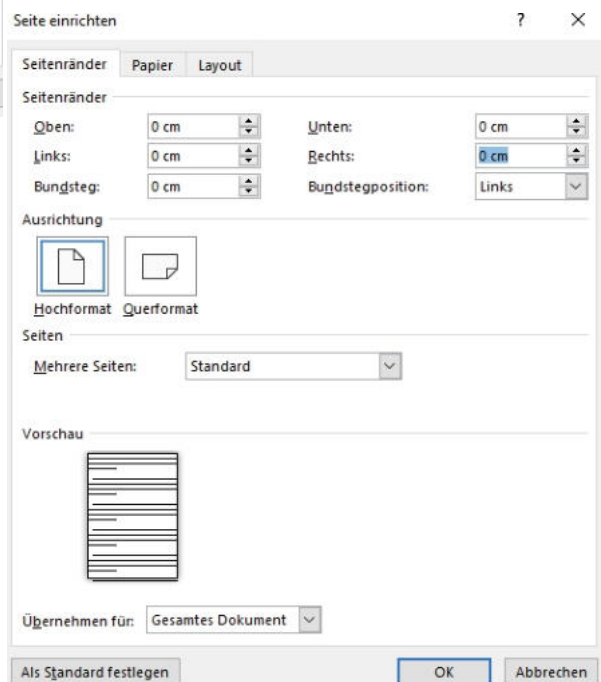
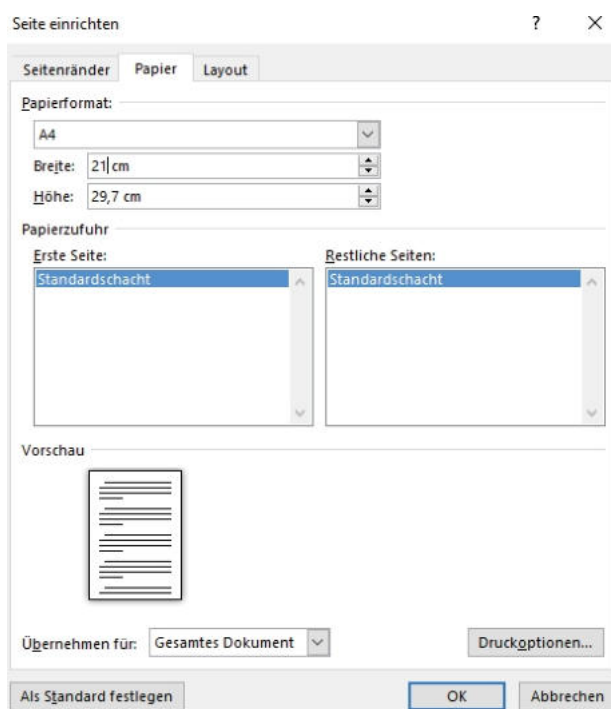
If you take these guidelines into account when creating your PDF file, your magazine is ready for our online magazine printing:

File format	<ul style="list-style-type: none"> • PDF FILE FORMAT
Page format & type area (see explanation ★)	<ul style="list-style-type: none"> • A4 = 210 mm wide x 297 mm high. • A5 = 148 mm wide x 210 mm high. • The printable area is on the pages automatically centered on the pages.
Panoramic printing	<ul style="list-style-type: none"> • Double-sided printing and seamless overflow of a print image over two pages are possible.
Image resolution	<ul style="list-style-type: none"> • Recommendation: Use images with a minimum resolution of 145 dpi should be used.
Printing up to to the edge of the page	<ul style="list-style-type: none"> • To print up to the edge of the page, your images/graphics/layouts must extend 3mm beyond the visible print area ("trapping").
Paper & ink application	<ul style="list-style-type: none"> • 135 g/m²paper: Maximum ink coverage = 210 %.
Special colors	<ul style="list-style-type: none"> • Special colors (Pantone, HKS) can <u>not</u> be processed. • The color spectrum of our printing processes is represented by the four basic colors cyan, magenta, yellow and black (CYMK).

Font embedding (see explanation ★★)	<ul style="list-style-type: none"> All fonts must be embedded.
Page order & Upload	<ul style="list-style-type: none"> <u>A PDF file</u>, in which all pages are in the correct order as individual pages correct print sequence one after the other are created.

★ Set page format in Word

Word 2010/2016: Click on *Format* in the *Layout* tab in the *Page setup* group. Select *Other paper formats* from the list. A window will now open in which you can set up the pages of your file. In the *Paper* tab, set the *width* and *height* of your page. In the *Page setup* tab, use *Top*, *Bottom*, *Left* and *Right* to define the distances to the page margin, also known as the *type area*. It is also important that you apply the format settings for the *entire document*.



★★ Embedding fonts in Word

Word 2010/2016: Click on the *File* tab and select *Embed fonts in the file* via *Options* and *Save*. Important: The two fields *Embed only characters used in the document* and *Do not embed general system fonts* must be deactivated (no checkmark in front of each).

Word 2007: Go to *Embed fonts in the file* via *Word options* and *Save*. Important: The two fields *Embed only characters used in the document* and *Do not embed general fonts* must be deactivated (no checkmark in front of each).

