

## Pop-up counter „Professional Original L“

incl. digital print + bag

### How to create your print file



#### File setting

<b>Format:</b>	final format or scaled (e.g. 1:2)
<b>Resolution:</b>	ratio 1:1 96-150 dpi ratio 1:2 192-300 dpi ratio 1:10 960-1500 dpi
<b>Bleed:</b>	no
<b>Crop marks:</b>	no
<b>Overprint:</b>	deactivated
<b>Fonts:</b>	embedded or converted to paths
<b>Do not use:</b>	clipping paths, alpha channels, masks in PSD



#### File formats

##### Digital- and large format printing:

- PDF X-3\*, TIFF, JPG, PSD (flattened to background layer), EPS\*, AI\*

##### \*important notice

The file formats can be created with different programs with various attributes. That can cause numerous errors, e.g. deviation of colours, missing or incorrect fonts, missing elements etc.

**To avoid such problems please create your data as a ready to print file in PDF / X-3:2002.** To prevent incorrect printing, please feel free to send or upload your original file's preview (JPG) for comparison.



#### Colors

**Color mode:** CMYK  
**Color profile:** ISO Coated v2, Coated Fogra 27/39

##### Do not use:

RGB and spot colors such as Pantone, HKS and RAL. They will be converted / simulated to CMYK. We cannot guarantee for color differences caused by conversion.

##### Proof

It is not possible to do color adjustments in the RIP software or at the printer. If color accuracy has high priority, we recommend you a proof beforehand.

The file can be created with several different versions of the color (e.g. small squares with the corresponding CMYK values).

We produce a colorbinding proof on the original material with the original colors. If necessary, you have the opportunity to adjust your file before print.

### File upload



#### upload to our server

Please register in our onlineshop: [www.werbecenter-onlineshop.de](http://www.werbecenter-onlineshop.de)  
When you finished the ordering process, you can upload your artwork directly in our upload-center.



#### e-mail

[daten@werbecenter-berlin.de](mailto:daten@werbecenter-berlin.de)



#### by mail

Advertising & Displays  
Werbecenter-Berlin GmbH  
Zitadellenweg 26b  
D-13599 Berlin  
Germany

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