



Pre-Press/Plates

Plate price includes:

- a) 1st data manipulation
- b) PDF
- c) 1 author correction (excluding proof)

Charged according to cost:

- a) DIN A4 colour proofs at 100.00 EUR
- b) Courier costs for sending proofs
- c) Additional author corrections

Prices valid/binding from camera-ready data

Camera-ready data:

- Complete, modifiable final artwork data, prepared in standard programmes such as:
 - Adobe Illustrator
 - Adobe InDesign
 - Adobe Photoshop
 - Adobe PDF
 - ESKO PackEdge, ArtProIf you want your documents prepared in another programme please save the document as an uncompressed PDF file and also send us the images (incl. all layers)
Data from Microsoft Office applications is only camera-ready to a limited extent!
- Editable texts including all the font sizes/ fonts
- Logos and pictographs in vector form
- Pixel images (photos) in highest possible resolution, at least 300 dpi in the following format:
 - PSD
 - TIFF

If you send us images in PSD or TIFF format it is vital for these to be sent with all layers.

Flattened images are lower in quality and lead to extra costs!

- Trim at least 1.5 mm from net format (line drawings may be requested)
- Minimum positive size:
Text: 5-7 pt, lines 0.15 mm
- Minimum negative size:
Text: 6-8 pt, lines 0.25 mm
- For technical reasons gradients which extend to 0% produce a tear-off edge. We therefore recommend that depending on the layout the gradient be extended with a 1% grid area
- Small negative elements surrounded by 2, 3, or 4 colours will be adjusted internally so that they remain discernible even in case of registration differences. However, we recommend that customers refrain from using such elements or outline them with only one colour.

Additional comments:

- Offset proofs are simulated using a white, coated type of paper in accordance with process standard printing. As a result of the physical properties of the aluminium substrate light colour hues in particular can only be reproduced to a limited extent. We ask that colour patterns be sent promptly to permit the best possible adjustment (as far as this is possible).
- Technical and in-house adjustments must always be carried out by Etimark AG.
- The customer should always check the product provided by Etimark AG for printing and return it with signature.

