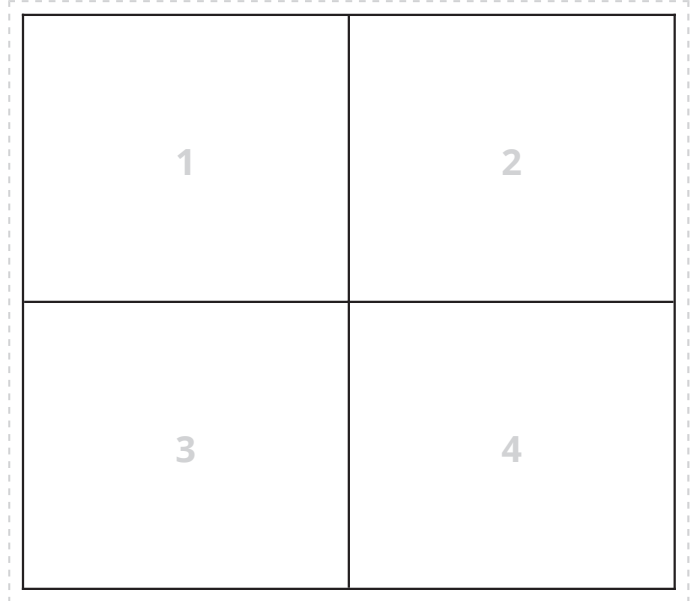


# indoor posters

High quality posters for indoor use



Posters are also popular advertising media indoors. In supermarkets, cinemas or shopping centres they inform visitors and customers about special offers. The high-gloss transparent or velvety matt surface achieves a very good advertising effect.

As soon as your order and your data are present, we'll get to work. If we don't receive a colour proof from you, we're going to create it and send it to you. After your approval we'll print your posters and send it to the distribution list you provided.

<b>Quantity</b>	single piece or more
<b>Format</b>	desired format (single or multiple sheets)
<b>Colors</b>	4-color in offset and digital printing back printing for rich colors
<b>Material</b>	various types (also self-adhesive) Papers and adhesive foils
<b>Quality</b>	up to 200 DPI in digital print up to 80 lpc in offset print
<b>Packaging</b>	ready-to-hang quality individual on request
<b>Shipping</b>	express shipping individual shipping

<b>Layout</b>	Scale 1:5
<b>Bleed</b>	+ 1 mm circumferential
<b>File format</b>	PDF/X-3 Standard (Version 1.4) one PDF file per motif
<b>Fonts</b>	embedded / converted into paths
<b>Safety distance</b>	5 mm to edge in the creation format
<b>Resolution</b>	150 to 300 DPI at 100 % positioning in the creation format
<b>Colour application</b>	max. 320 %
<b>Colors</b>	CMYK / spot colors (no RGB)
<b>Data transfer</b>	by email, link or file-upload, max. 500 MB

**Ellerhold AG**

Telephone: +49 351 83933-0  
Sales-Dept.: [plakate.radebeul@ellerhold.de](mailto:plakate.radebeul@ellerhold.de)  
PrePress: [prepress.radebeul@ellerhold.de](mailto:prepress.radebeul@ellerhold.de)

**Ellerhold Witten GmbH**

Telephone: +49 2302 929-9  
Sales-Dept.: [plakate.witten@ellerhold.de](mailto:plakate.witten@ellerhold.de)  
PrePress: [prepress.witten@ellerhold.de](mailto:prepress.witten@ellerhold.de)

**Ellerhold Zirndorf GmbH**

Telephone: +49 911 69987-22  
Sales-Dept.: [plakate.zirndorf@ellerhold.de](mailto:plakate.zirndorf@ellerhold.de)  
PrePress: [prepress.zirndorf@ellerhold.de](mailto:prepress.zirndorf@ellerhold.de)

**Ellerhold Wismar GmbH**

Telephone: +49 3841 7961-0  
Sales-Dept.: [plakate.wismar@ellerhold.de](mailto:plakate.wismar@ellerhold.de)  
PrePress: [prepress.wismar@ellerhold.de](mailto:prepress.wismar@ellerhold.de)

**Note:** The product properties may not be freely combinable and may vary per production site!

## Print data notes for Indoor Posters

### File format and scale

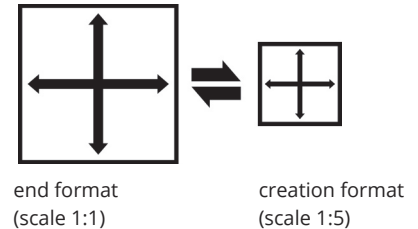
#### Please send us your motif as a PDF document.

Please send us your motif as a PDF document in the format PDF/X-3 Standard (Version 1.4). Make sure that all fonts are fully embedded in the document or converted to paths.

We can't accept any other file format.

#### Create your document in Scale 1:5.

For indoor posters, please create your document in Scale 1:5. By scaling to the final format, we then get the sufficient resolution of images, as well as the correct bleed.



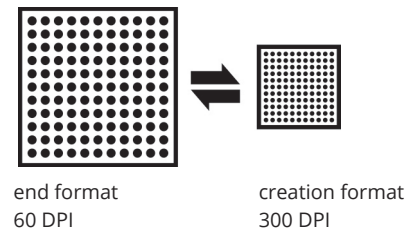
### Resolution

#### Images should have a resolution of 300 DPI in creation format.

The resolution of your images should be about 300 DPI in the creation format. By scaling we then get the sufficient 60 DPI in the printing format.

Please avoid sending us data as 1:1 document with 300 DPI. Such data volumes cannot be processed. Higher resolutions do not add any value in terms of detail, but only slow down the processing unnecessarily. However, do not go further than 10% below the recommended resolutions either.

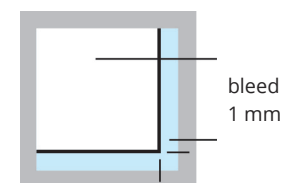
If you have worked with several image layers, please reduce them to one layer before creating the document.



### Bleed

#### Create a bleed of 1 mm all around in the creation format.

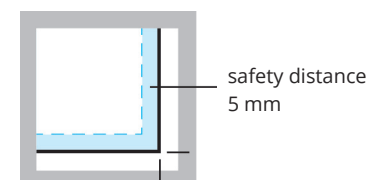
By scaling to the final format (scale 1:1), we then obtain the sufficient bleed of 5 mm. The bleed should not be added as pure format addition if possible. You can add a bleed in most layout programs (e.g. Adobe InDesign, Adobe Illustrator) during document setup. When creating your print file, make sure that the bleed you create is also exported to the PDF.



### Safety distance

#### We recommend a safety distance of 5 mm in the creation format.

When designing your indoor posters, we recommend that elements located at the final format border or the punch contour be drawn into the trim or end with a safety distance of 5 mm in front of it.

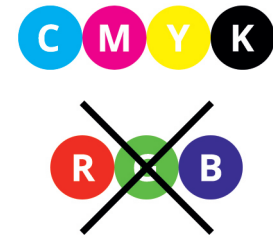


## Colors

### Create all data in CMYK.

Please create all data (including images or other objects) for your indoor posters in CMYK and / or spot colors. Please convert RGB data to CMYK yourself to avoid unwanted color changes. RGB colors are only used for color representation on the computer screen. To display the smaller color space of the printing inks, the CMYK color mode is better suited. Thus, you can already see on the monitor how different color tones will appear less vivid in print due to the smaller CMYK color space.

For production reasons, solid colors are only possible in offset printing. If it is a digital print, these colors are simulated as well as possible. The maximum ink application should not exceed 320%.



## Black composition

### Create black and gray fonts in (0/0/0/100) CMYK.

Black and gray fonts as well as objects should only be created in pure black (0/0/0/100) CMYK. For such objects it is not recommended use "undercolor addition" as this can easily lead to flashing color at the edges.

### Create large black areas in (50/0/100) CMYK.

In order for black areas to appear properly deep black, it is necessary to add a so-called "undercolor addition". Cyan is added to the black. This only applies to large black areas and headlines - not to smaller font sizes!

a  
0 0 0 100

  
50 0 0 100

## Trapping

### Overfills/underfills do not have to be created separately.

Since the printing inks are printed one after the other, so-called flashes (white spaces) can occur. To avoid this, the edges of the background and the element must overlap slightly. This is called underfilling and trapping. So that the element does not suddenly appear larger or smaller visually, the lighter color is always overfilled and the darker underfilled.

Please note that overfills and underfills do not have to be created separately. We will take care of that, individually matching your product.



## Overprint

### Use overprint function to avoid possible flashes.

The overprinting function can be used in individual cases for your indoor posters when creating the print data in order to avoid possible flashes when printing later. When overprinting, however, it should be noted that the colors in offset printing are transparent, i.e. translucent. If, for example, a blue circle is printed on an orange background, this will not result in a blue circle but in green as a mixed color. Consequently, overprinting does not work with colored motifs; only black objects can overprint colored backgrounds in most cases.

White elements that are set to overprint are not visible in the print!

With the exception of refinements, the punch contour or the contour cut, therefore, avoid the overprint function unless you explicitly want this effect!

## Data transfer

### The data transfer should be done by mail or via web services.

Please feel free to send us your print data for your indoor posters via mail. For print data over 20 MB, we recommend that you send us your print data via the web service "www.wetransfer.com".

Please only send us files that are required for the order in question. The data should be clearly structured and easy to assign.

Please also note the maximum file size per motif of 500 MB.

## Print approval

### You will receive in advance a low PDF for viewing by email.

Before the start of production, you will receive a low PDF by email to view and approve your indoor posters. Check there basically whether we have received the correct data (eg variant or motif) before we process the data. The PDF is extremely compressed for speedy email traffic and is only used for checking the content (sentence and spelling errors). Please note that all colors cannot be displayed color-accurately on a monitor. Please give us the release by replying to the sent email.

Only by a timely data submission is a production without delay to ensure.

Without the written approval of all documents they can not be produced!

