

## **Ekstra Bladets Guidelines to insertion of ads**

### **Picture Resolution:**

To ensure the pictures will be of optimal quality at print, the pictures should be 173 dpi.

### **Colors:**

All the colors must be Process colors (CMYK or Grey scale). SPOT-, RGB-, LAB- and Index colors are not permitted. CMYK conversions must be done achromatically with reference to the specifications in "4-colors in the newspaper world/color catalogue 1998" and on the website: **www.kankanikke.dk**

### **The use of Fonts:**

Postscript fonts (Type 1) are permitted. The use of TrueType fonts is not supported.

### **Cutting- and Crop marks:**

There must not be cutting- or crop marks in the advertisement. The PDF must be delivered in the finished format, however corner dots may occur.

### **Page count:**

Just one advertisement per PDF-file is permitted. More than one ad in the same document is not, due to the fact that this will cause problems when registering the material.

### **Rotation:**

The PDF-file must not be rotated.

### **Naming the files:**

The PDF-files must always be titled with .pdf in the end. This is to make sure Windows-based systems always are able to open the PDF-files in the correct program. In Macintosh, the .pdf is not necessary, but to ensure consistency .pdf should be written at all times. It is recommended that all PDF-files should be titled with A-Z\_ – and not / (special keys). E.g. name the file with bureau order number.

### **Material:**

Ekstra Bladet only accepts complete material via Ritzaus Medianet (**www.medienet.net**) or as PDF-file on cd-rom or email: **backoffice.ebp@eb.dk**. The PDF-files must be produced according to the dailypaperindustrys standards – PDF Industrystandard for digital advertisement material and Guidelines on delivery of Advertisement material (**www.kankanikke.dk**).

### **Complaints:**

Any complaints must be registered immediately. If complaints due to misprint or similar are not in Ekstra Bladets possession within 5 days after insertion, they lose their validity and Ekstra Bladet cannot be charged upon this. If the complaints concerning invoices are not in Ekstra Bladets possession within 8 days after the date of invoice, they lose their validity and Ekstra Bladet cannot be charged upon this.

Ekstra Bladet maximum liability for damages and the advertisers only authority in case of error in the banner (misprint, color errors, incorrect sizes etc.) or incorrect, delayed or missing insertion, which is caused by Ekstra Bladet, amounts to a reduction in the advertisement price and at maximum the ads full price and only for insertion in Ekstra Bladets own publications. Ekstra Bladet renounces additionally any liability for any direct or indirect loss and consequential damage of any sort. Ekstra Bladet disclaims responsibility for errors in ad material received from a third party as agreed with the order giver, as well as errors in ads inserted in accordance with the order givers reservation.

For more information about Material requirements, please contact:

Newspaper Coordinator: Lisbeth Ginderskov – tel.: +45 33 47 29 45 or email: **lgi@eb.dk**

Newspaper Coordinator: Pia Harthimmer – tel.: +45 33 47 24 27 or email: **ph@eb.dk**