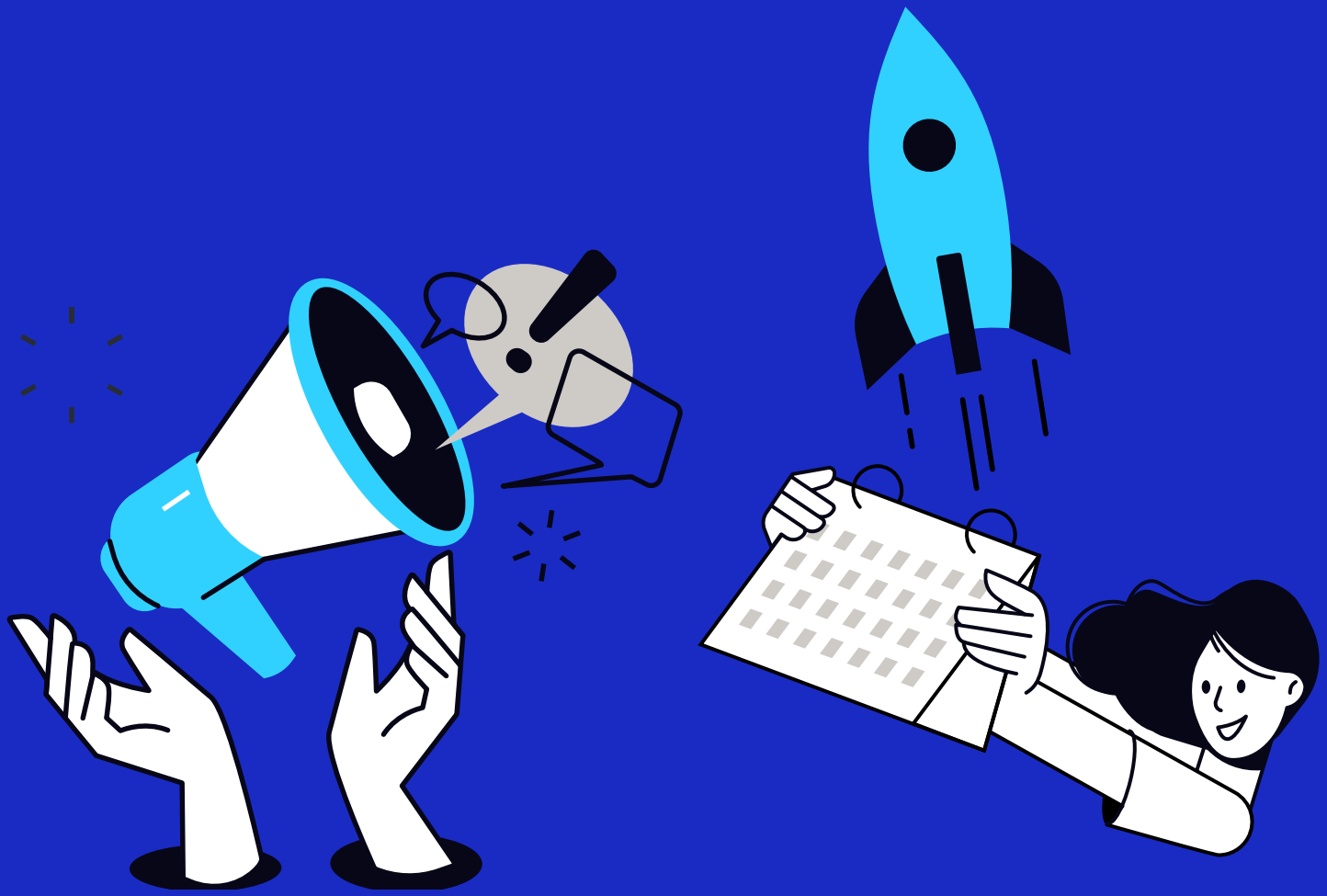
Deutsche Hochschulwerbung



Factsheet

Special Advertising Formats

Deutsche Hochschulwerbung

Goods delivery

Information on delivering finished advertising materials:

Delivery date:	At least 14 days before the start of the booking period
Packaging:	Conveniently packed; for multiple motifs, keep each type separate and clearly label with client and location
Delivery address:	Deutsche Hochschulwerbung und -vertriebs GmbH 57072 Siegen Papierfabrik 9
Opening hours:	09:00 a.m. to 4:00 p.m.

Print file delivery

Would you like to use our production service?

Please send your files to: grafik@hochschulwerbung.de (max. 50 MB)

Please make sure to check your files for print readiness – we do not carry out a full preflight check. The PDF file must not contain any spot colours or crop marks. Bleed: 3 mm on all sides (unless otherwise specified).

Deutsche Hochschulwerbung

Media Tower

Format	2,000 x 4,060 mm (other formats on request)
Number of advertising faces	3
Print material deadline	28 working days before campaign start

Production specifications:

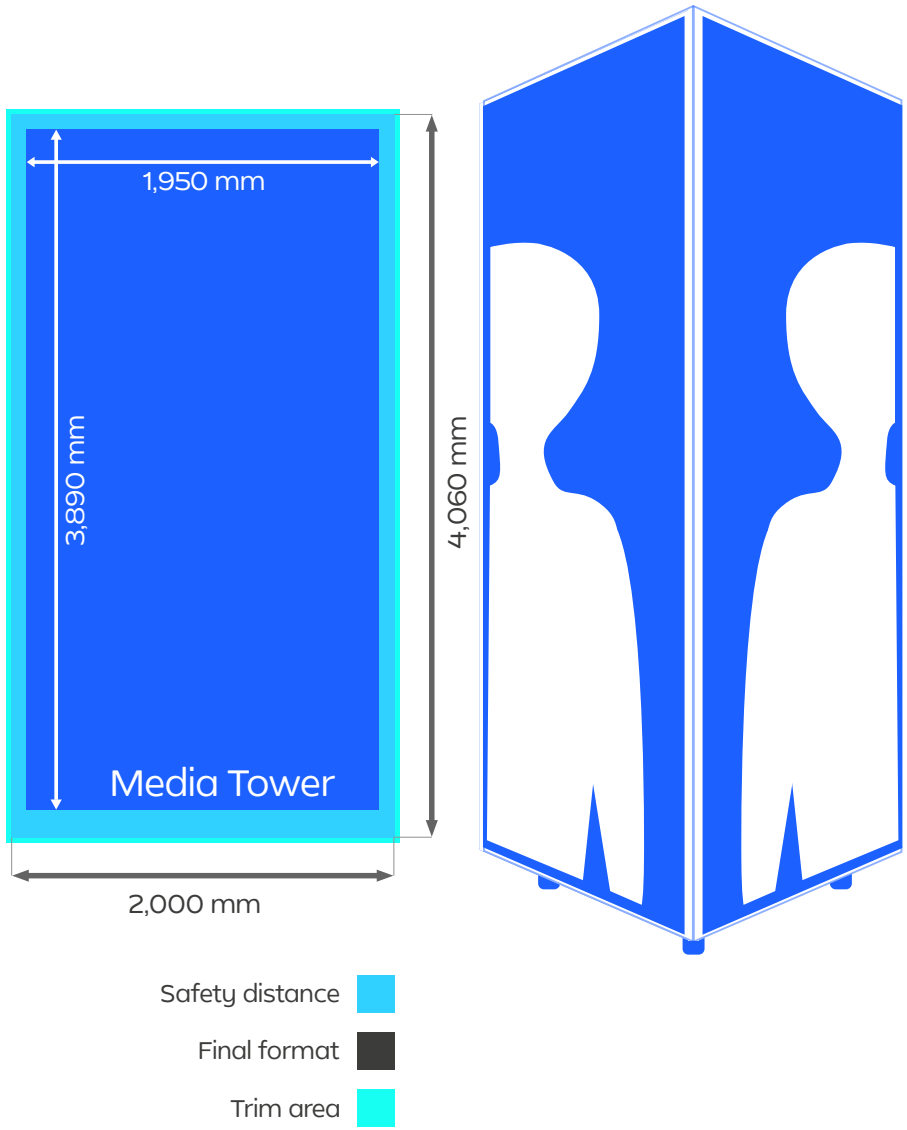
Please observe the following minimum requirements if you handle production yourself:

Note	For this advertising medium, production must be handled by Deutsche Hochschulwerbung.

Print file preparation:

For optimal print quality and smooth production, please follow these specifications when preparing your print files:

File format	PDF/X-3:2003 or PDF/X-1a:2001
Color profile	ISO Coated v2 300% (ECI)
Image resolution	min. 100 dpi
Color space	CMYK (max. 300% total ink coverage)
Set black as follows	C: 30%, M: 30%, Y: 30%, K: 100%
Spot colors	none
Bleed	10 millimeters all around. No crop or registration marks, etc.
Note	Text, logos and other key graphic elements should be positioned with a minimum distance from all sides of 50 mm (left, right, top) and 170 mm (bottom), including bleed.



Deutsche Hochschulwerbung

Premium Wall

Format	You will find your booked formats in the order confirmation.
Print material deadline	28 working days before campaign start

Production specifications:

Please observe the following minimum requirements if you handle production yourself:

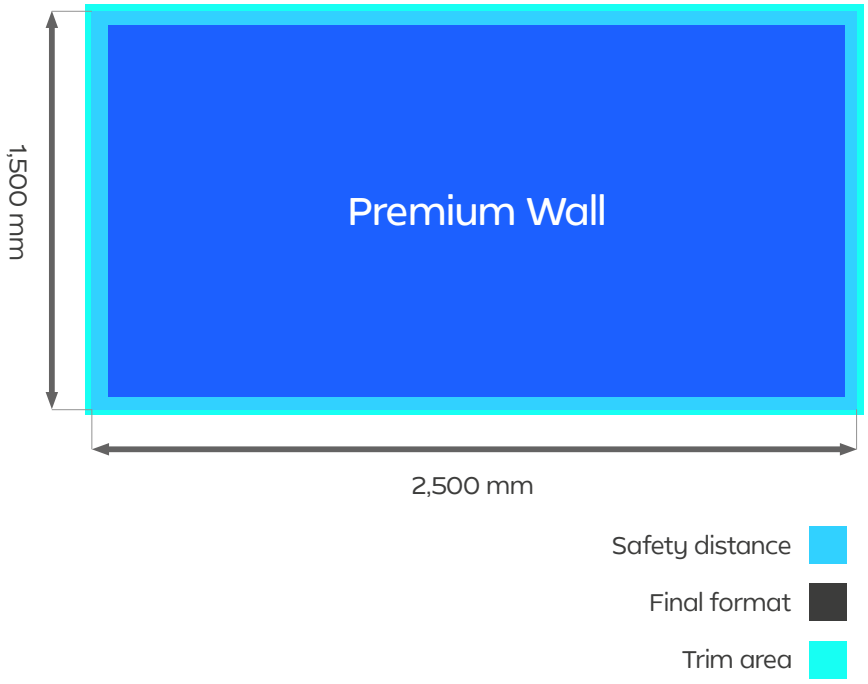
Note	For this advertising medium, production must be handled by Deutsche Hochschulwerbung.

Print file preparation:

For optimum print quality and a smooth production process, please follow these specifications when preparing your print files:

File format	PDF/X-3:2003 or PDF/X-1a:2001
Color profile	ISO Coated v2 300% (ECI)
Image resolution	min. 150 dpi
Color space	CMYK (max. 300% total ink coverage)
Set black as follows	C: 30%, M: 30%, Y: 30%, K: 100%
Spot colors	none
Bleed	14 millimetres all around. No crop marks, registration marks, etc.
Note	Text, logos and other relevant graphic elements should maintain a safety margin of 30 mm from the edge.

Example of a premium wall in 2500 × 1500 mm format



Deutsche Hochschulwerbung

Indoor/outdoor banners

Format	You can find your booked formats in the order confirmation.
Print material deadline	14 working days before campaign start

Production specifications:

Please observe the following minimum requirements if you handle production yourself:

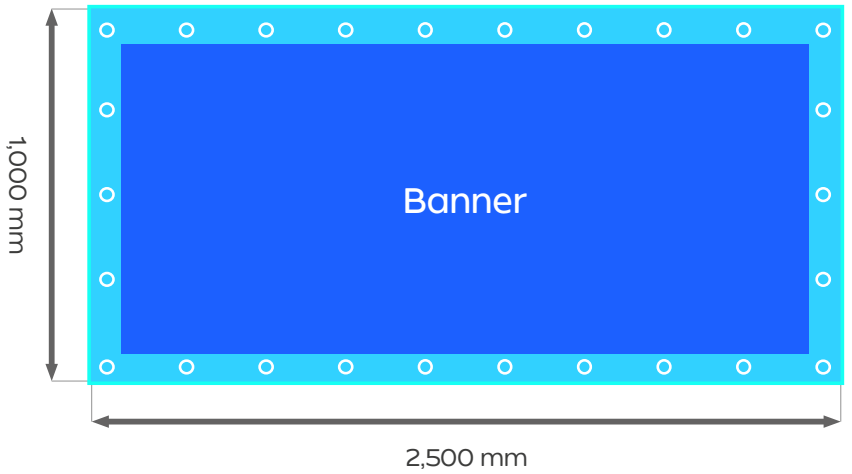
Delivery date	At least 14 working days before campaign start
Note	The banner must comply with fire protection class B1 (flame-retardant), and must be hemmed all around and fitted with eyelets. Recommended eyelet spacing approx. 50 cm.

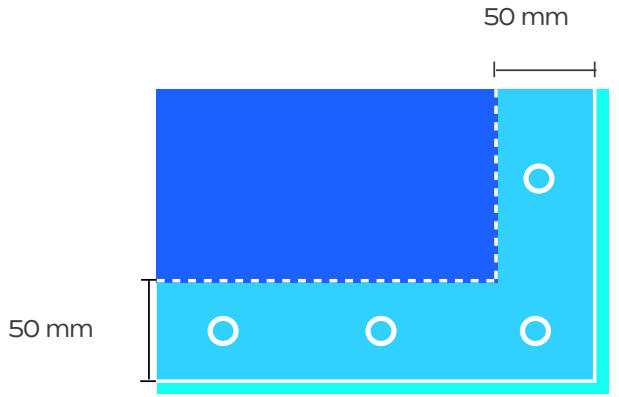
Print file preparation:

For optimal print quality and smooth production, please follow these specifications when preparing your print files:

File format	PDF/X-3:2003 or PDF/X-1a:2001
Color profile	ISO Coated v2 300% (ECI)
Image resolution	Min. 150 dpi
Color space	CMYK (max. 300% total ink coverage)
Set black as follows	C: 30%, M: 30%, Y: 30%, K: 100%
Spot colors	None
Bleed	10 millimetres all around. No crop marks, registration marks, etc.
Note	Text, logos and other key graphic elements should maintain a safety margin of 30 mm from the edge.

Example of a banner in 2,500 × 1,000 mm format





Safety distance

Trim area

Deutsche Hochschulwerbung

Let’s connect – stay in touch

Deutsche Hochschulwerbung
und -vertriebs GmbH

Papierfabrik 9
57072 Siegen

Phone: +49 271 23 82 85 - 0
Email: info@hochschulwerbung.de
Web: www.hochschulwerbung.de

LinkedIn: @deutsche-hochschulwerbung

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uptodate AUDITIERTER VSME-BERICHT 2024

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