General information

As we process data for multimedia-based use, all components must be supplied as individual files. Classical advertisements are exceptional: In this case, please use only PDF-documents with embedded components.

You can send all files up to a size of 10 MB to **emagazine@industryarena.com**. Please provide data with a larger file size on your FTP Server or send a storage device to: **IndustryArena GmbH, Katzbergstr. 3, D - 40764 Langenfeld**.

Advertisements

Please provide all advertisements as PDF files in CMYK mode and with embedded fonts. Please generate all advertisements with print marks and at least **2 mm bleed**. When text and graphics are used, a **distance of 5 mm** from the cutting edge must be maintained.
PDF formats: PDF X-based files from PDF version 1.3 (PDF/X-1a: 2003, PDF/X-3: 2003, PDF/X-4: 2008).

Cutting Edge

Logos and graphics

If available, please send us EPS files. Make sure that all fonts are embedded or converted into paths. All graphics should be generated in CMYK color mode and without any compression.

Pictures

All color and grayscale images should have a resolution of 300 dpi or higher. Bitmap images require a resolution of at least 600 dpi.
Please use the CMYK Mode without an embedded colour profile. Compatible file formats: JPG, EPS, TIF or PSD.

Audio files

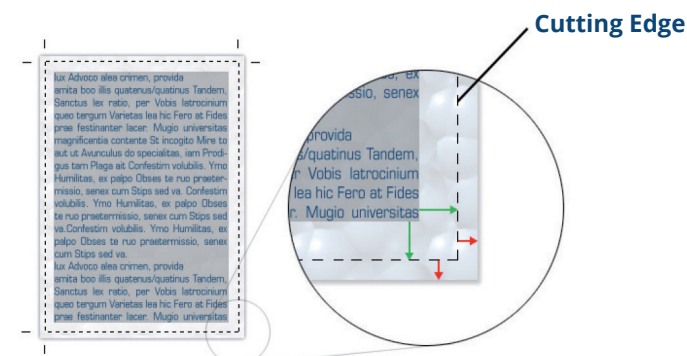For an optimal result, please provide us with a MP3 file with at least 128 KB.

Video files

As different codecs use different algorithms the quality of a video decreases with every compression. Of course it is no problem to compress a compressed video again. But please note that a video in 4:3 formats cannot be reformatted to 16:9 format without the loss of image components. Therefore we recommend always to use 16:9 format.
Important: Please give us information about frame rate and resolution of the video.

Recommendation for video delivery

- YouTube or Vimeo link
- H.264 video up to 1080p, 60 fps, main profi le level 3.1 with AAC-LC Audio up to 160 Kbps, 48kHz, stereo audio in M4V, MP4 and MOV
- MPEG-4 video up to 2.5 Mbps, 1920 x 1080 Pixel, 60 fps, with AAC-LC Audio up to 160 Kbps, 48kHz, stereo audio in M4V, MP4 and MOV