

## General information

The multimedia design of editorial contributions in the IndustryArena eMagazine is subject to a number of special features to which we refer below. For the preparation we need basically all components as single files. Interactive content is essential for the publication of IndustryArena eMagazine. For that reason, we ask you to send us corresponding photographic material, videos or audio files together with the text.

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

## Editorial contributions

Editorial quality is important to us in order to be able to offer more than just the repetition of press releases. The focus here is on current and neutrally prepared content. Please send your article as a word document. Compatible file formats: DOC, DOCX, RTF, TXT.

*The editorial staff reserves the right to shorten the texts and edit the pages.*

The maximum text length depends significantly on the layout of the page, existing pictures and multimedia contents.

- Length of the text, which is displayed in the eMagazine (a-page): 750 characters maximum (incl. spaces)
- Length for the complete article (b-page): 2500 characters minimum (incl. spaces).

## Author

Always tell us the author and his complete contact details including function in the company. The author portrait should be at least 500 px wide and 500 px high and provide a resolution of 300 dpi. Please make sure that the complete head can be seen on the photo. Ideally the picture should contain a space of 30 - 40 px at the upper 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

We need at least one graphic of 420 x 300 mm. 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.

Send all images as a single file, embedding them in Word will degrade the quality.

## 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 profile 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