

schlütersche

MEDIA DATA

Technical specifications and Delivery

K ZEITUNG
Das Branchenblatt
der Kunststoffindustrie

k-zeitung.de



Technical Specifications and Delivery

Delivering your website banner data

Please send the banner as a PNG, GIF or JPG (max. 150 kB) or as a HTML5 file (max. 400 kB) at least 7 business days before the booked publication date to anzeigendaten-kuk@schluetersche.de

For HTML5 files (responsive), please deliver all banner elements in a .zip file and integrate a fallback solution for incompatible browsers. Anlieferung Ihrer Newsletter-Text-Ad.

Delivering your newsletter text ad

Please send the text as a Word file and the image as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-kuk@schluetersche.de.

Delivering your newsletter banner data

Please send the data as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-kuk@schluetersche.de. Animated GIFs are also possible, however, they may not play correctly on all devices.

Delivering your online-advertorials

Please send the following content at least 7 working days (Advertorial Basic), or 10 working days (Advertorial Premium) before the booked publication date to anzeigendaten-kuk@schluetersche.de:

Images in 16:9 format (image file no larger than 50 KB) as JPG, GIF or PNG incl. copyright/picture credits: 1 lead image (1075 x 605 px), further article images (900 x 640 - 1920 x 1080 px): 1 for Advertorial Basic, up to 9 for Advertorial Premium

Text as a Word file: overline (max. 30 characters), title (max. 55 characters), teaser (max. 111 characters), article text (max. 3000 characters), if desired captions (max. 255 characters each)

Links to external sites or articles, YouTube videos or download material as required

Delivering your standalone-newsletter

Please send the following content at least 10 business days before the booked dispatch date to anzeigendaten-kuk@schluetersche.de:

- Subject line & headline: “Customer-Name: Headline” (total max. 68 characters incl. spaces)
- Pre Header: theme-specific, summarizing, or explanatory (40–80 characters)
- Customer logo (min. 180 px wide) + link to customer website
- Header image (600 x 250 px, JPG, PNG or GIF)
- Monothematic: 1 long text (Word file, max. 1400 characters incl. spaces) + link, 1 additional image optional (600 px wide, max. 250 px high, JPG, PNG or GIF)
or
Polythematic: 1 lead text (Word file, max. 400 characters incl. spaces) + link, up to 3 short articles with article image (180 x 120 px, JPG, PNG or GIF), headline (55 characters incl. spaces), text (Word file, max. 300 characters incl. spaces) + link
- Company contact details

Technical Specifications and Delivery

Delivering your content for lead campaigns

Please send the following content at least 10 business days before the agreed publication date to anzeigendaten-kuk@schluetersche.de:

Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)

For the landing page: 1 cover image: 1075 x 605 px (16:9), Heading (approx. 60 characters including spaces), Teaser text (max. 300 characters including spaces), introductory text (800-1000 characters including spaces)

Optional additional material for advertising: image/logo (180 x 120 px), headline (approx. 50 characters), teaser text (approx. 300 characters), banner in Skyscraper, Medium Rectangle and/or Billboard format

Delivering your retargeting banner

Please send your banners as JPEG, GIF, or HTML to anzeigendaten-kuk@schluetersche.de:

- at least one of the following formats can be used (when delivering a billboard, please also supply an additional format): 728 × 90, 160 × 600, 300 × 250, 300 × 50, 800 × 250, 970 × 250, 320 × 50, 300 × 600
(The more formats you provide, the greater the potential reach of your retargeting campaign.)
- Technical specifications:
 - Banners must not exceed a maximum file size of 300 KB. Image files (.gif or .jpg): max. 150 KB and SSL-secure.
 - Animation length: animated ads must become static after 30 seconds.
 - 3rd-party ads (JavaScript or HTML): max. 150 KB and SSL-secure.
 - iFrame only possible via DoubleClick.
 - Target URL to which the banners should link.
 - HTML banners must comply with our specifications.
 - No target URL may be embedded directly in the code.



Terms of payment

Account details:

In the case of advance payments and payment by credit card, 3% discount; in the case of payment within 8 days of the invoice date. 2% discount; otherwise 30 days after the invoice date without deduction. VAT ID no.: DE 115 051 385

Bank details

Commerzbank Hannover:
IBAN no. DE03 2504 0066 0150 0222 00,
BIC: COBADEFFXXX

Technical Specifications and Delivery

Delivering your advertising data

E-Mail: anzeigendaten-kuk@schluetersche.de

For queries, phone +49 (0)511 8550-2521.

When submitting your data, please state the Journal_Issue_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

Delivering your print advertorial

Please send the following content at least 10 business days (advertorial basic) or 20 business days (advertorial premium) before the deadline for the booked issue to cm-augsburg@schluetersche.de.

1/2 page print advertorial:

2 images (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, subheadline: max. 130 characters, max. 3,900 characters of text plus headline (Word file) or 1 image (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, max. 4,600 characters of text plus headline (Word file)

1/4 page print advertorial (3 columns):

1 image (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, sub-headline: max. 130 characters, 1,240-1,600 characters of text plus headline (Word file)

Note: With a premium advertorial, your supplied texts will be optimised by us in terms of target group relevance, specialist journalism and content. If you don't provide your own text, our professional editorial team will create a text on your chosen topic (please provide a briefing).



Terms of payment

Account details:

In the case of advance payments and payment by credit card, 3% discount; in the case of payment within 8 days of the invoice date. 2% discount; otherwise 30 days after the invoice date without deduction. VAT ID no.: DE 115 051 385

Bank details

Commerzbank Hannover:
IBAN no. DE03 2504 0066 0150 0222 00,
BIC: COBADEFFXXX

Technical Specifications and Delivery

Journal format

297 mm wide x 420 mm high

Type area

265 mm wide x 385 mm high, 6 columns = column width 40 mm

Printing and binding methods

Web offset printing, no binding

Data formats

Delivery of PDF/X-3 data. Halftone images require a resolution of at least 250 dpi, ideally 300 dpi. Line art minimum 600 dpi. Text must be embedded. The data must not contain RGB, LAB or ICC colour spaces.

Colours

Printing inks (CMYK) according to ISO 12647-2. Regarding converting and checking the colour space (ICC colour management), special reference is made to the standard offset profiles of the ECI (obtain the package "ECI_Offset_2009" free of charge at www.eci.org)

Delivery Address Special Advertising Forms

Vogel Druck und Medienservice GmbH

Goods Reception
Leibnizstraße 5
97204 Höchberg

Acceptance times: Monday to Friday, 8:00 AM to 4:00 PM
Delivery no earlier than 20 and no later than 5 working days before the delivery date.

Data archiving

Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

Warranty

The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.



Contact

Service

tel. +49 (0)511 8550-2521