



examples of format: 356 x 252 cm

We produce personalised poster prints by combining offset and digital printing. In other words, the basic poster is produced completely in offset and then the individual sheet segments are printed digitally. This technique allows you to communicate various types of information, including advertising text, merchant data, addresses, prices, foreign languages and currencies. Once printed, the basic poster can be used for various markets or advertising targets.

### Preparing the order:

In addition to the data, we require a merchant over-view in an Excel spreadsheet for the logistical handling and processing of the order. The spreadsheet should be constructed as follows. Consecutive columns, one each for:

- Number of posters per merchant
- Merchant no. (identical with file no.)
- Merchant imprint text (usually address)
- Shipping address, name of lessee
- Which ten-day period

### Document of basic poster

- creating of the basic poster according to the final poster format

### Document of imprint

- creating of the basic poster according to the final poster format without basic motif
- accurate positioning of the imprint motif for perfect printing on the offset sheet (basic poster)
- we need an extra PDF for each merchant
- each PDF has to be named with the according Merchant number of the Excel-File



Basic motif



Imprint motif

In order to obtain an optimum poster please send us your artwork only in digital form (+ proof). To ensure problemfree processing and for us to produce the best quality, please follow the instructions below.

<b>Document:</b>	PDF and all major DTP programmes, preferably with QuarkXPress, FreeHand, Illustrator, Photoshop, InDesign
<b>Colour mode:</b>	CMYK
<b>Colour space:</b>	ISO-Coated v2
<b>Image resolution:</b>	300 dpi, with 100% positioning in the respective system format
<b>max. coating flows:</b>	320%
<b>Medium:</b>	CD-ROM, DVD
<b>Contract proof:</b>	to be made available if possible

### Order processing

We will start your job as soon as we have received your order and artwork. If you do not provide us with a proof using the colors you desire, we will produce one and send it to you. As soon as we have your approval, we will begin printing your posters and send them to the outdoor companies specified by you. Typically, we require 5 working days to complete your order.

So just send your data and let us do the rest to get your add ready. We are looking forward to giving you our assistance.

### Ellerhold Aktiengesellschaft

Tel. 0049/351/83 933-0 · Fax 0049/351/83 933-99

### Ellerhold Witten GmbH

Tel. 0049/2302/929-9 · Fax 0049/2302/929-190

### Ellerhold Zirndorf GmbH

Tel. 0049/911/69 987-0 · Fax 0049/911/69 987- 99

### Ellerhold Wismar GmbH

Tel. 0049/3841/7961 -0 · Fax 0049/3841/79 61 -59

### Data transfer

#### FTP-Adresses:

<i>Radebeul</i>	ftpr.ellerhold.de
<i>Zirndorf</i>	ftpz.ellerhold.de
<i>Wismar</i>	ftpw.ellerhold.de
<i>Witten</i>	ftpd.ellerhold.de

Benutzername: ftpgast

Passwort: ftpgast

