# Adga - Data sheet

Your company lettering must naturally be effective in advertising and look good optically. We achieve this by having our graphics team ensure first class quality when producing the printing tools.

You have the following possibilities of sending us originals to bring into the advertising.

## 1.Transmission of a logo through data exchange

The possibility which is open to send data by e-mail or diskette or CD-ROM means that you can pass on your company logo in the manner which we prefer and which produces the highest quality result (possibly from your graphics or advertising studio or printing works).

**Our e-mail address is: info@adga.de**

When printing just in one colour one should ensure that all texts and objects in curves are converted or are black and white and sharp at the edges.

When printing in more than one colour we ask you to please always ensure that the objects are sharp at the edges and colour separated or converted in curves. Multi-coloured bitmaps (e.g. BMP, TIF or JPG files) cannot be used as artwork.

## The following file types can be used here:

- CorelDraw Vers. 4 - 9 (*.cdr)

- Adobe Illustrator (*.ai)

- EPS (*.eps)

- TIFF-Bitmap (*.tif)

- Windows-Metafile (*.wmf)

If your desired font is not one of the fonts we have available then we will require a DOS readable font file.

➔ The fact that we exclusively work in CorelDraw means that Macintosh files should generally be supplied as a PC version or uncompressed.

## 2. Photographic film and other originals

You naturally also have the possibility of submitting photographic film as original master copy. These will not, for technical reasons, always be used as such but will be copied into out computer system. It is therefore important that we pay special attention to checking the text we will be printing onto your article.

Please observe the following when creating the photographic film:

- **Offset film (coated on the rear)**

- **1:1, adjusted to the print size in each case**

    ➢ See here the attached sheet with details about the print surfaces which are available or please request that we send you one (specific to the article in question)

    ➢ The photographic film will be adjusted to match our printing tools and archived by us for later use. Thus it is not possible in this case to return the film to you.

    ➢ The costs of using a logo will not be invoiced for 1:1 offset films.

- **Colour separated or left out**

- **One colour must be overlapping when three or more colours are to be used.**

If neither a file nor the offset film are available then you can send us one of the following originals.

- **A sharp-edged black/white original (e.g. finished artwork, …)**

- **Other sharp-edged originals (e.g. letterheads, stickers, …)**

You should ensure that the required original is present in a <u>sharp-edged</u> form both on the glossy and the clean surfaces.

The original should also be as <u>large as possible (up to DIN A4)</u> since blowing up an object automatically leads to a loss of quality.

The quality of the print obtained depends on the quality of the original.

➔ **Please send us your original <span style="color:red"><u>by post</u></span>. An original which is sent by fax cannot be used.**

Please understand that it is not possible to use every original submitted for technical reasons.


## 3. Checking the text we will be printing onto your article

You will generally receive a proof of the text we will be printing onto your article when we send you an Order Confirmation. This test print-out will show you how your advertising copy has been set out by us after we have processed it by computer. Please check the print-out very carefully since it will not be possible to make a claim later.