

# Prepress Standard

Offenburg and Vieux-Thann

Responsibility for data delivery	3
Address	3
Data delivery	4-5
Definition	6
Data delivery text	7
Data format and page construction	8-9
Form identification key and jobname	10
Data carrier	11
Digitalproof	12
Data from DTP-programs	
Software/DTP-programs	13
Network	13
Repro construction data delivery	14
Data delivery foreign formats	15

# Responsibility for data delivery

## In general

Only the producer/supplier is responsible for the correct preparation and realization of the repro. He is also responsible for the qualitative and factual correctness.

We reserve the right to examine by off-hand sample the factual and qualitative further usability of the delivered data and to compare those with the also delivered proofs.

**The final proofs have to be produced from the delivered data carrier and from the data, deposited on it.**

If those requirements have met under the pre-stage standard, so the proof will be the basic of communication between Burda Druck and the producer/supplier.

Extensive orders may need a specific organization and they have to be announced earlier as usual.

If there are any unclearnesses concerning the repro-type, so the producer/supplier has to contact the Processing Security Department for clarification.

## Address

**Burda Druck**  
Theobald Panter  
Processing Security Department

Burda Druck GmbH  
Hauptstraße 130  
D-77652 Offenburg  
Telefon +49781 / 84-2516  
Fax +49781 / 84-08 02  
www.burda-druck.de  
e-mail [icenter@druck.burda.com](mailto:icenter@druck.burda.com)

A company of **Hubert Burda Media**

## Data delivery/data format

<b>In general</b>	<p>By handling with orders the data must be organized differently according to the structure of the order.</p> <p><u>Hell all in CT (picture) Anti-Aliasing</u> All items of a page are charged to a final-page as a CT-picture. The high resolution is being saved by Anti-aliasing. 1 job-component</p> <p><u>TIFF/S (picture)</u> All items of a page are charged to a final-page as a picture.<b>Anti-aliasing.</b> 1 job-component.</p> <p><u>Hell CT (picture) + Hell LW (text)</u> 2 job components CT und LW. Flow-text is integrated in the LW.</p> <p><u>TIFF/S (picture) + PDF (text)</u> All items of a page are charged to a final-page as a picture. Flow-text is deposited in a separate EPS-file. 1 job component plus one EPS-file.</p> <p><u>Hell all in CT (picture) Anti-Aliasing+EPS (text)</u> All items of a page are charged to a final-page as a CT-picture. Flow-text is deposited in a separate EPS-file. 1 job-component plus one EPS-file</p> <p><u>PDF (picture) + Text + Fontincluding</u> Version PDF 1.3 Acrobat 4.0</p> <p><u>JPEG (picture) data transfer</u> All items of pages are charged to a final-page as a picture and compressed in <b>highest quality</b>. 1 job component <b>Transfer only in arrangement with Burda Druck.</b></p>
<b>Data delivery</b>	The data should be supplied in different sections on the data carrier.
<b>Printerfonds</b>	Adobe Type 1 MAC. All scripts (types) used in a document must exist as screen- and postscript=printer character sets (screen and printerfond).
<b>Registers</b>	The data is assorted logically in partitioned registers (e.g. Speech versions).
<b>Printouts</b>	For control a subject-proof or Laserprint of the data carrier content as well as a printout of the index has to be produced.
<b>Data carrier identification</b>	Data carrier and index have to be marked clearly and corresponding.

## Definition

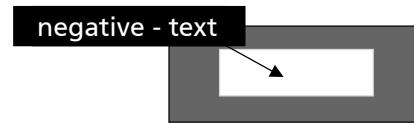
CT Contionious Tone	= Bild
LW line work	= Strich Farbe
text	= Fließtext positiv / negativ
EPS text	= Fließtext positiv / negativ
TIFF / S	= Bild CMYK in einer Datei abgespeichert
JPEG	= Bilddatenkomprimierung mit höchster Qualität
PDF	= Universalformat für Bild, Text und Datenkomprimierung nach Tiefdruckstandard

## Data delivery text

Area (block) with  
negative text  
(wrong-negative)

stained

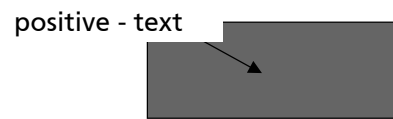
K = 99 → Black  
Y = 0 → White  
M = 0 → White  
C = 0 → White



Positive text prints out

stained

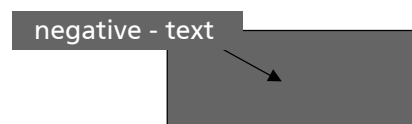
K = 100 → Black  
Y = 0 → White  
M = 0 → White  
C = 0 → White



In QuarkXPress dial **print out**.

Negativtext

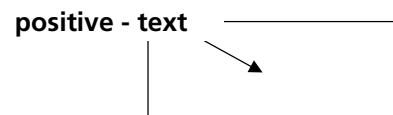
K = 0 → Black  
Y = 1 → White  
M = 0 → White  
C = 0 → White



Text on page back-ground  
(transparent white)

stained

K = 0 → Black  
Y = 0 → White  
M = 0 → White  
C = 0 → White



In QuarkXPress dial **no colours**.

Type- and line size

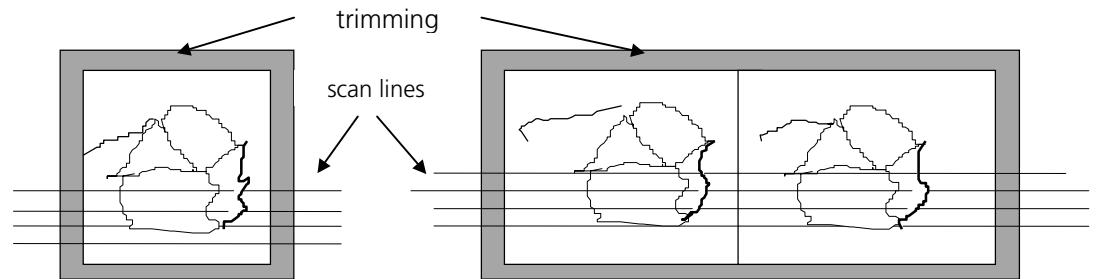
Type- and line size must be adapted to the gravure printing process.

- Positive- and negative Types and lines must be at least 0.25 mm line width

## Data format and page construction

Data format                      picture = 120 L/cm  
  Streak = 360 L/cm (stripe colour)  
  text = 360 L/cm

Job/page orientation            All pages have to be delivered with flat laying scan lines. At Hell laying job.



The data can be delivered as single-page or as double-page. Pay attention that a single-page is not produced as a double-page. All pages have to be produced with "Allround-trimming (cutting).

Picture and text have to have the same size (format).

The data to be delivered has to be produced untrimmed in final-format (size). Part-format identical page-format.

**Intermediate products should not be on the data carrier.**

## Data format and page construction (2)

**Jobs**  
(catalogs, magazines,  
supplements)

### Changing texts

With changing texts, the flow-text has to be separated and sorted linguistically and on a separate data carrier.

### Logos

Text-dependence to Logos and outline drawings have to be included in the flow-text. Otherwise in the picture.

With changing texts, Logos and outline-drawings have to be in black colour.

**Advertisements**

### Original-data

In addition to the final-page the original-data "picture and logos" must be final-corrected and un-trimmed deposited in a separate job. The job-name has to be defined newly.

### Type area-advertisements

Delivery according to dimensional-table (repro-format).

### Trimming advertisements

Delivery according to dimensional-table (repro-format) plus allround-trimming of 4 mm.

# Formidentification key and job-name

## In general

The form-identification key and the job-name are determined when the delivery of order takes place. The adherence to the stated syntax is essential.

**Important: Do not use empty (clear) spaces and special characters.**

## Job-name

H	E	9	5	F	S	0	8	0	
---	---	---	---	---	---	---	---	---	--

max. 10 digits

C	T	0	1	4	0	1	5		
---	---	---	---	---	---	---	---	--	--

max. 10 digits picture

## Job-part-name

L	W	0	1	4	0	1	5		
---	---	---	---	---	---	---	---	--	--

max. 10 digits text

--	--	--	--	--	--	--	--	--	--

--	--	--	--	--	--	--	--	--	--

.....

## Extension

### job-part-name for

### changing texts

L	W	0	1	4	0	1	5	C	H
---	---	---	---	---	---	---	---	---	---

max. 10 digits text

L	W	0	1	4	0	1	5	F	
---	---	---	---	---	---	---	---	---	--

max. 10 digits text

Job part names can be delivered with max. 10 digits with the HELL data-format-delivery.

## Data carrier

Data carrier	<u>CD-Recording</u> to ISO 9660  <u>DVD-Recording</u> as agreed
Data carrier content	The label, added to the data carrier by Burda Druck, has to be filled in. Furthermore a printout of the data-index must be added.
Data carrier identification key	Data carrier, which have not been supplied by Burda Druck, have to be marked clearly as following: name of Company, name of data carrier and also rising data carrier numbers.
Printout	For a factual and qualitative assessment, a printout=proof has to be produced from the original data carrier and final-data stock.

## Digital proof

<b>Proof assesement</b>	standard illuminant Kind of light      5000 Kelvin Look-on            2000 Lux Look-through      3000 Lux
<b>Software</b>	GMG <b>Ink-sequence</b> C, M, Y, K <b>control-strip</b> <b>Burda Druck</b> <b>control-strip-position</b> at any side
<b>Carrier material</b>	GMG Paper semi-matt 250g
<b>Proof output</b>	The proof must be produced from the original data carrier and final data stock.
<b>Proof match</b>	The proof match will be done in arrangement with the Process Security Department of Burda and according to a Burda-reference proof.
<b>Colour filling</b>	The actual colour filling has to be discussed with the Security Department.
<b>Other proof processes</b>	In arrangement with the Process Security Department.

## Network connection

### In general

In order to guarantee a safety data takeover, a telephone booking has to be done before transmission.

**Kontakt**    Phone    +49 7 81/84-31 80

### FTP-connection

For getting an FTP-account please call us

## Repro construction data delivery

<b>Tone-start</b>	The first printing tone is 5%.
<b>Surface density</b>	The total surface density for four colours is in the neutral picture points between 330% and 340%. Three colours with UCR 255% - 270%.
<b>Full colour contant black</b>	If a black colour should be mixed with another colour the repro must be informed at order delivery.
<b>Flow-text</b>	Flow-text and Logos are standing on picture-or tone surface.
<b>Picture construction</b>	3-coloured construction with blackException: black articles (cameras, clothes) corner construction, e.g. herringbone picture construction has to be announced when order delivery
<b>Black articles</b>	surface density= 280%-290%  Y = 55% M = 65% C = 70% K = 90%-100%
<b>Register Construction</b>	a. Data set 1 3-coloured construction with black  b. Data set 2 Flat screen. Y, M, C with UCR  clear scan use the best drawing-colour for black pay attention to black-edges- and white-edges-use  c. Combination data set 1 and data set 2

## Data delivery foreign formats

In general

If there are deviations - data format from EDV-systems and DTP-programms - of the given data as described, than these have to be tested in time concerning its usability at our company.

If inquiry, please call:

**Burda Druck**  
Theobald Panter  
Process Security Departement

Burda Druck GmbH  
Hauptstraße 130  
D-77652 Offenburg  
Telephone +49781 / 84-2516  
Fax +49781 / 84-0802  
[www.burda-druck.de](http://www.burda-druck.de)  
e-mail [pantert@druck.burda.com](mailto:pantert@druck.burda.com)

A company of **Hubert Burda Media**