



Digitally submitted files are always checked carefully.
If your files are not compatible, you will be informed via telephone.

Please read the following submission specifications carefully. If you have any questions, then please contact one of our order assistants: Telephone +31 (0)20 - 410 61 61

Click one of the items below to view the concerned page.

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For the large format, there are many different names for all available dimensions, such as: Abri, Billboard, Triangle, Mupi, School board, Station A0, Super spread.

We are able to print all these formats; below are the submission specifications for the most common sizes.

For further information about media providers:

Hillenaar:	http://www.hillenaar.nl
JCDecaux:	http://www.jcdecaux.nl
CBS Outdoor:	http://www.cbsoutdoor.nl
Centercom:	http://www.centercom.nl
Brouwer & Partners:	http://www.mediabuitenshuis.eu
Van Puffelen:	http://www.reclamebuiten.nl
G&D Promotions	http://www.gdpromotions.nl
Bizon	http://www.bizonprint.nl

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Digitally submitted files must comply with the specifications below. Preferably as a sit or zip file, in **Certified PDF format, with a hard copy** in black/white and/or colour laser print per type. Files submitted in another manner are standard examined using Pitstop.

If extra correction activities are required, an additional charge will be implemented.

MullerVisual cannot be held responsible for any layout and formatting errors which are found in the documents you have submitted

Please read the following submission specifications carefully. If you have any questions, then please contact our order assistants: Telephone (020) 410 61 61

Do **not** submit in:

Coreldraw
Paint
Frontpage
Publisher

Do **not** use with
C-PDF:

- Versions 1.1, 1.2, 1.4,
1.5, 1.6, 1.7 lead to
potential problems with
transparency, image com-
pression of pms colours
and layers

File types

You can submit in:

PDF

Preferably with
KVGO-OPPO settings.

Certified PDF

- CMYK and/or PMS colours (depending on offer)
- Images (300 dpi, in abri 400 dpi), Bitmap (2400 dpi)
- Including crop marks and 3 mm footer
- PLEASE NOTE: Add all fonts (subset)
- PLEASE NOTE: page order pag. 1 of 1,
reverse side on final page pdf.

The software packages below use these standard settings files:

PS / PDF creation/ control settings:

- Postscript driver and Adobe PDF or Adobe PS driver (latest version)
- Postscript Printer Description and Adobe Acrobat Distiller or Adobe PDF PPD
- Print style for QuarkXPress or InDesign and SheetCMYK_1v3 or SheetSpotHiRes_1v3

Adobe Acrobat Distiller 5.05 with:

- SheetCMYK_1v3.joboptions or SheetSpotHiRes_1v3.joboptions

Adobe Acrobat Distiller 6.03 / 7.07 / 8.1 Professional with:

- SheetCMYK_1v3.joboptions or SheetSpotHiRes_1v3.joboptions

Export PDF from InDesign 3.0 / CS with:

- SheetCMYK_1v3.pdfs or SheetSpotHiRes_1v3.pdfs
- Export PDF from InDesign 4.0 / 5.0 (CS2/CS3) with:
- SheetCMYK_1v3_IND4.joboptions or SheetSpotHiRes_1v3_IND4.joboptions



Open files:

Apple macintosh & PC

Adobe Indesign tm CS3 (our preference)
en **Quark Xpress t/m versie 7**

- add letter types or create letter contours
- Adjust used images and also submit them
- Images (300 dpi), be careful for enlargements, Bitmap (2400 dpi)
- FOOTER 3 MM (if applicable)

Adobe Photoshop to/incl. CS3 (Not for text files)

- Images (300 dpi), Bitmap (2400 dpi)
- CMYK (RGB will be converted into CMYK, this may cause colour differences)
- *.psd (photoshop document)
- FOOTER 3 MM (if applicable)
- A separate file for each page

Adobe Illustrator to/incl. CS3

- Convert letter types into letter contours
- CMYK (RGB will be converted into CMYK, this may cause colour differences)
- *.ai, *.eps
- FOOTER 3 MM (if applicable)

Microsoft Word or Excel

- Only after consultation; additional costs apply

Word, Powerpoint or Publisher documents should not be used as the basis for printing work. The resolution is too low (72dpi) and the colour mode is based on RGB. It will look good on your printer but, unfortunately, it cannot be used for printing work. However, you do have access to our DTP service. We will use your document as the basic layout to make your files ready for printing, using a professional programme. Request further information about the possibilities and the attractive rates.

For the fastest and best result.

If you want to be sure that you have sent everything, you should subject created files or PDFs to a flight check or, in the case of Indesign, a Preflight.

Border

In order to correctly cut print work, a 3 mm border is needed on all sides. This 3 mm must be added to the final format beyond the cutting marks. For example: In A6 format (148 x 105 mm) an illustration must be supplied which measures 154 x 111 mm. We advise you to place text frames 4 or 5 mm from the cutting edge.

Cutting or Striation lines

Make sure that submitted PDFs or files contain cutting lines for overprinting. Do not mark anything with white lines. Indicate the colour of cutting or striation lines in the document with the name **CUTTING** or **cutting** and send it as a support colour; do not use process colours for cutting or striation lines. (preferably green, 100% cyan, 100% yellow)



Please note: the “warnings” below are not regarded as errors.

- The amount of support colours in the ‘Spot’ specification
- Overprint settings, generated by a formatting programme such as Indesign or Quark

We advise you to visually check the overprint using two methods:

- In Adobe Acrobat 5.05 or higher, select ‘overprint preview’ from the ‘advanced’ menu.
- In Adobe Reader 7.0+, by selecting ‘General’ under the ‘Preferences’ option in the ‘Page display’ menu.

PLEASE NOTE: Colour overprints are NOT visible in Adobe / Acrobat Reader versions before 7.0. Potential problems can be highlighted by comparing the cPDF hard copy (artwork) with the screen results from the above settings.

What is the difference between fc, black and black + support colour(s) specifications? Print products that are only printed in CMYK use specifications which check whether support colours are present in the layout; this prevents support colour specifications from being interpreted differently in the prepress workflow.

Colour area specifications:

- Full colour (CMYK) or only black or one of the full-colour colours with: SheetCMYK_1v3
- Support colours with black, full colour and/or (spot) paint with: SheetSpotHiRes_1v3

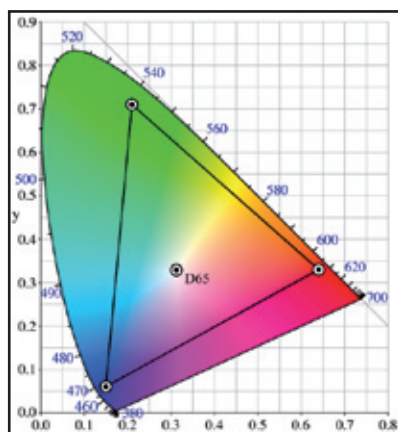
ADVICE: use **one** support colour library, Pantone ‘C’ or ‘U’ for all used objects: Text, graphics (from Illustrator) and images (duo tone in Photoshop).

For example, this means that old EPS’s from earlier Illustrator versions must be interactively converted into a new .EPS or .AI file if a PDF has been created in InDesign or Quark.

Convert RGB into CMYK?

Print work is often created in CMYK colours. Almost all colours can be displayed using the colours Cyan, Magenta, Yellow and Black. Your monitor, scanner or photo equipment uses RGB colour mode. Thus the colour mode must be converted in order to use your photo or scan for printing work. In the graphics below you are able to see the difference between what a person is able to see (total graphic) and the colour range of CMYK and RGB.

This graphic clearly shows that the colour range of RGB is greater than that of CMYK. This also explains the fact why some colours change or become less intense when RGB is converted into CMYK. Due to its limitations, CMYK mode is unable to display some colours. If you are unsure of the end result after the colour conversion, we (in consultation with you) can make a colour contract example to guarantee the end result of the printing press.



Click the following link for further information about pantone ranges and colours: <http://www.pantone.com>



Always send a Hard copy.

Also send a colour-divided print version (preferable). The print version and the document must be the same. If a print version is not supplied, you will receive (if necessary) a low-res control PDF-copy from us. If a colour contract example is not supplied, we can (in consultation with you) create a colour contract example to guarantee the predictability of the print process (see ISO description).

Please note: Do not supply unnecessarily large files; these could lead to layout errors. Imported images at 100% and 300 DPI (if applicable).

Please note: The eventual enlargement percentage to the final product. Do not send unnecessary files or folders. Submissions via the post or by courier are at your own risk; drives, CDs or disks can be damaged in the post.

Why are ISO standards used for submissions and printing?

MullerVisual strives to give the best returns to its clients when end products are supplied. These returns translate into shorter delivery times, best possible quality and reasonable costs - in short, supplying the products the client expects. Binding agreements are necessary in order to realise this and to change as little as possible to the intended appearance. If a colour contract copy is not supplied, we can (in consultation with you) create a colour contract copy in order to guarantee the predictability of the print process.

The used standards are:

- PDF/X-1a
- ISO 12647-2 for colour print skins-offset (further info www.eci.org)

Files not yet ready for printing

If files are delivered which are not ready for printing, we will look for a solution in consultation with you. If we have to make corrections or adjustments, we will charge for the additional hours/costs in consultation with you.

And finally...

Your files can be:

- e-mailed to mullervisual@grafiplaza.nl (maximum 10 MB)
 - submitted on CD or DVD
 - submitted on USB sticks
- place it on our ftp server using an ftp programme:
- Host: 217.166.143.139
 - User ID: mullerftp
 - Password: Mu4qa (please not capital letter)



Station A0

Submission specifications

English version V2-2008

Triangle board

Format (cm):

83(b)x118(h)
84,1(b)x118.8(h)

View size (cm):

79(b)x12(h)
CBS Outdoor: 79x112
Bizon: 79x112
Van Puffelen: 78x118,8

Format:

Format 100% images 135-300 dpi - Raster 54
Format 100% images 150-300 dpi - Raster 60
Format 100% images 300 dpi - Raster 70

A0

- Left and right ca. 3 cm
- Top ca. 3 cm
- Bottom ca. 4 cm

Triangle board

- Left and right ca. 1 cm
- Top ca. 1 cm
- Bottom ca. 1 cm

Images:

400 DPI (85 DPI after enlargement) = raster 33

Format:

25 % of the final format

Printing:

Single sided



Abri

Submission specifications

English version V2-2008

Format (cm):

118.5(b)x175(h)

View size (cm):

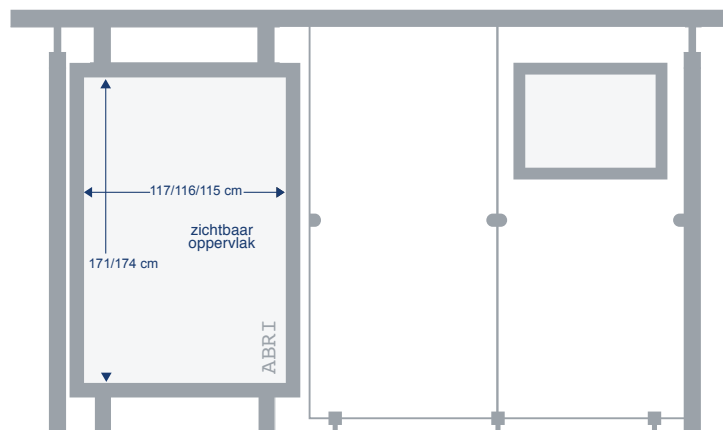
JCDecaux: 116x171

CBS Outdoor: 117x174

Hillenaar: 116x171

Hillenaar: 99,1x148,8 (2)

Brouwer: 115 x171



Format:

Print from top to bottom on the reverse side
Surrounding covered parts through door profile:

- Left and right ca. 1.25 cm
- Top ca. 3 cm
- Bottom ca. 1 cm

Images:

400 DPI (85 DPI after enlargement) = raster 33

Format:

20 % of the final format

Printing:

2-sided: identical on both sides

For example:

23.7.x 35.0 cm 400 DPI (due to enlargement)
Suitable for raster 33

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Billboard

Submission specifications

English version V2-2008

Format (cm):

332(b)x236(h)

In 4 parts together

View size (cm):

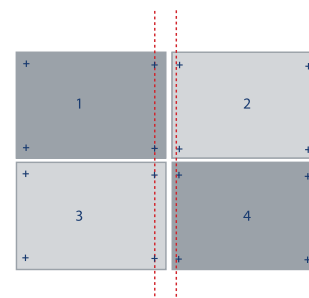
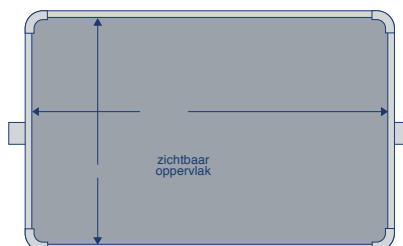
JCDecaux: 332x236

CBS Outdoor: 332x236

Hillenaar: 332x236

Brouwer: 312 x205

Van Puffelen: 327x229



Posters must be printed in four parts in accordance with the above formats.

If posters are printed, one should take into account an overlap border of 2cm: 1 on the right side, 2 no overlap borders, 3 at the top and on the right 4 at the top.

Format:

Print from top to bottom on the reverse side

- Left and right ca. 5 cm

- Top ca. 5 cm

- Bottom ca. 1 cm

Images:

600 DPI 85 DPI after enlargement = raster 33

Format:

10 % of the final format

Printing:

Single sided

Example:

33.2.x 23.6 cm 600 DPI (due to enlargement)

1000% suitable for raster 34

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Vitrine

Submission specifications

English version V2-2008

Superspread

Venster

Format (cm):

332(b)x236(h)

In 4 parts together

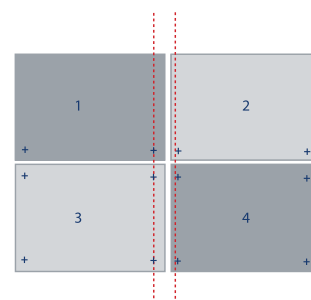
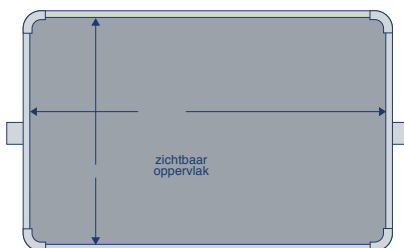
170(b)x122(h)

In 1 separate part

View size (cm):

JCDecaux: 325x229

CBS Outdoor: 322x221



Posters must be printed in four parts in accordance with the above formats.

If posters are printed, one should take into account an overlap border of 2cm: 1 on the right side, 2 no overlap borders, 3 at the top and on the right 4 at the top.

Format:

Print from top to bottom on the reverse side

- Left and right ca. 5 cm

- Top ca. 5 cm

- Bottom ca. 1 cm

Images:

600 DPI 85 DPI after enlargement = raster 33

Format:

10 % of the final format

Printing:

2-sided: identical on both sides

Considering the height at which the poster is applied, one may get the impression that, due to the thick frame of the showcase, a part of the logo or text is missing. This should also be taken into account during formatting, by considering a surround margin of 5 cm and a bottom margin of 10 cm.

Example:

33.2.x 23.6 cm 600 DPI (due to enlargement)



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Collums

Submission specifications

English version V2-2008

Format (cm):

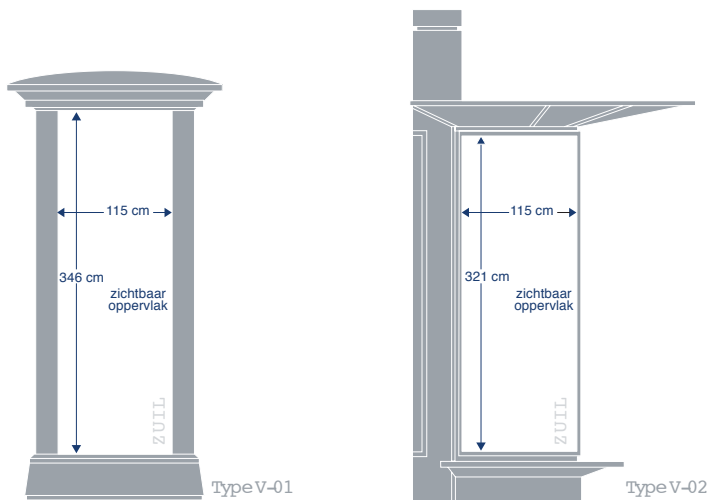
V01 120(b)x350(h)

V02 120(b)x235(h)

View size (cm):

V01 115(b)x346(h)

V02 115(b)x321(h)



Format:

Print from top to bottom on the reverse side.
Surrounding covered parts through door profile:
- Left and right ca. 2.5 cm
- Top ca. 3 cm
- Bottom ca. 2 cm

Image:

400 DPI 85 DPI after enlargement = raster 33

Format:

20 % of the final format

Printing:

2-sided: Identical on both sides

V01 24 x 70 cm 400 dpi * - Raster 33 lpc

V02 24 x 65 cm 400 dpi * - Raster 33 lpc

* due to enlargement



Corporate Identity

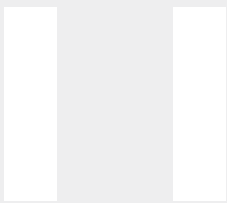
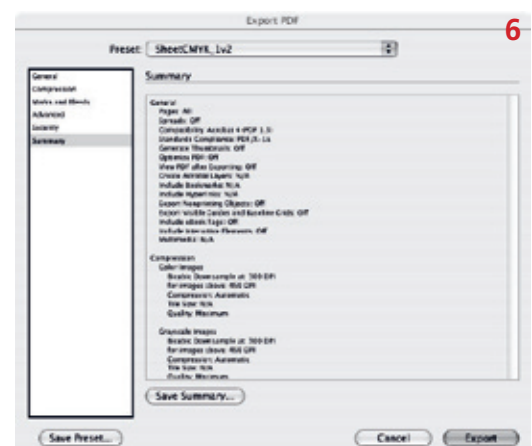
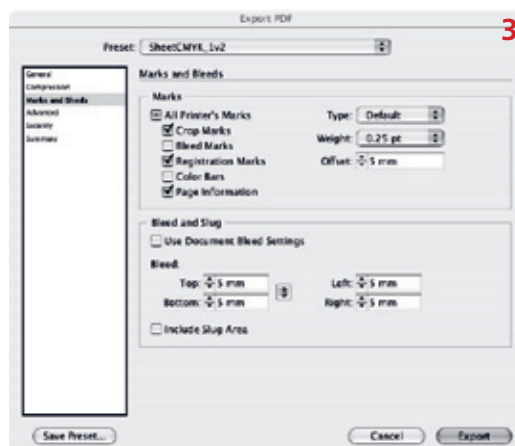
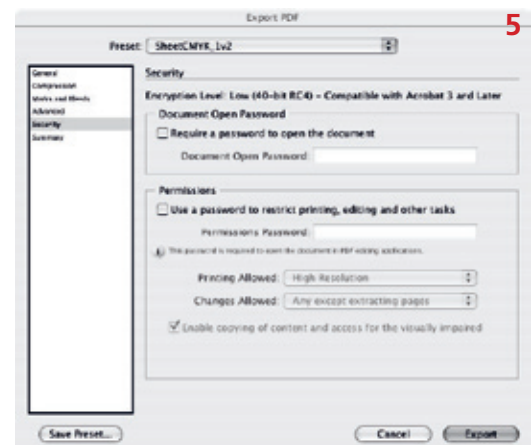
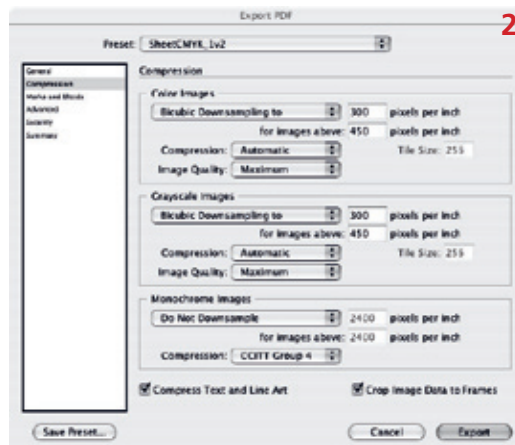
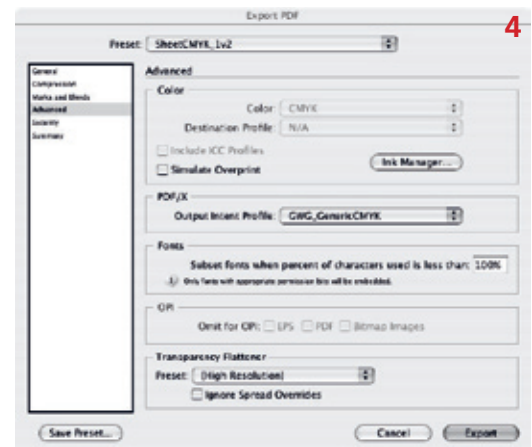
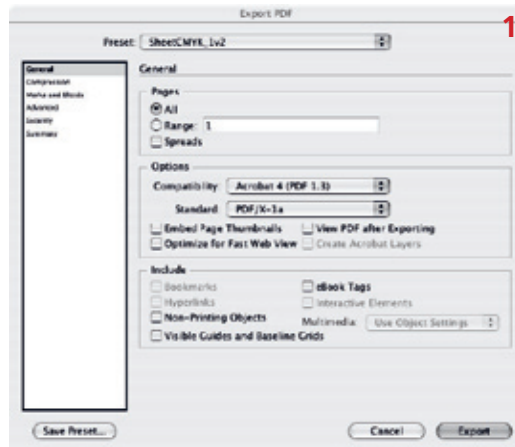
Submission specifications English version V2-2008

Brochures

Flyers

Year reports

The right preparation is the base for the perfect result. That is why we made you a guide with directions for the proper delivery and export of documents. Hereby we offer you some examples for optimal files. For information concerning layout see page 3. **Due to the enlargement factor, these guidelines do not apply to abri, billboard, centersign etc.** SHEET CMYK_IV3 - PDF EXPORT SETTINGS FOR INDESIGN CS



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