

# WeAr

## Required printing material for ADVERTISING pages

**Printing material/Lithos:** Macintosh files on CD plus adequate Proofs  
CMYK –300 dpi – PDF.

Feel free to send the ad also by email as a PDF-file. You can also upload the ad to our ftp server. Please let us know and we forward the password to you.

**Colour:** Colours include only basic colour of the European chart DIN 16534 for offset litho. Colour sequence cyan, black, magenta, yellow.

**Screen:** 133 lines – 300 dpi file

**Size:** **Single page:** 24,8 x 34 cm + 3 mm bleed on each side  
**Double page:** 49,6 x 34 cm + 3 mm bleed on each side

**Address/send to:** WeAr Magazine  
att: Sandra Dunkel  
Käthe-Niederkirchner- Str. 7  
10407 BERLIN  
GERMANY

**Email:** [sd@wear-magazine.com](mailto:sd@wear-magazine.com)  
[al@wear-magazine.com](mailto:al@wear-magazine.com)

**Tel:** ++49 30 42804502

**Fax:** ++49 30 42806719

## Requirements for Spots or Films on WeAr DVD:

**Size:** up to 15 MB

**Format:** FLV, MPEG 4 or Quicktime MOV Format  
**NOT in MPG 1 Format!**

### **WeAr**

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