

ART FORUM BERLIN 2008

INFORMATION SHEET FOR CATALOGUE ENTRY

Entry and Basic Costs

Each exhibitor is obliged to take one double page, consisting of the text part (left page) and one illustration (right page). Each exhibitor will receive one copy of the catalogue. A double page will be charged with **EUR 300.- + 19 % VAT**. Contracting and invoicing party for the catalogue entry is Messe Berlin GmbH.

Copy Deadline 7 July 2008

All documents have to be received by the editors at this date. Return the complete material to:

Zeitverlag Beteiligungs GmbH & Co. KG
Nymphenburger Str. 84
D – 80636 München
Tel:+49 89 12 69 90 - 85
Fax:+49 89 12 69 90-44

Your Contact Person:
Mrs. Martina Fuchs
E-Mail to send data: afb@weltkunst.de

Documents received after this deadline possibly cannot be taken into consideration.

General Technical Details

Illustrations will not be printed with downward sloping borders or at an angle. Unless they are clearly a part of the work, borders will be left out. No negative printing (100 % black) will be carried out.

Documents for print in 4 colours

- tiff, jpeg (max. quality), 355 dpi (112mm width/176mm height)
- Online you will have the possibility to upload your image

alternative:

Ektachromes: 6 x 6 cm for medium-sized illustrations, 9 x 12 cm for large illustrations + digital proof

Identification:

Do not forget clear identification with „top“ / „front“.

Small-sized slides or coloured photos cannot be accepted. In order to ensure that images appear properly, please send a photocopy or a sketch of the picture!

Documents for print in black and white

Black and white photos:

9 x 12 cm for medium-sized illustrations

13 x 18 cm for large illustrations

Identification:

Do not forget clear identification with „top“ / „front“

Digital picture data

On data carriers (CD, ZIP, JAZ etc.) with colour-binding digital proof. Formats: tiff, eps, JPEG; 400 dpi, CMYK.

As the client, the exhibitor is solely responsible for the rectitude of contents and colours of supplied data and digital proofs.

Correction proofs

The correction proof is provided automatically in pdf-format after you have finished your data input.

Finished lithographs (offset films) are not accepted as a rule!

Layout of Double Page

Format: 130 x 200 mm

Type area: 112 x 176 mm

Typographical Representation

A standard typography will be used in the catalogue.

Left side: Information on the gallery, the stand, names of the artists exhibited and information on the work of art reproduced within the catalogue entry.

Right page: One image or one complete composite illustration, that will be viewed as an autonomous image.

Text Layout

The text giving information about the gallery must not exceed 900 characters. The text will be written by the gallery itself. It may be written and printed in German, English or French.