

With double-page cooperative ads, one page is dedicated exclusively to our visual, the other to the partners. There are two different basic layouts available for this purpose.

Box layout

Always favour the box layout, as it links better with the visual and conveys more unity. The white box overlaid on the picture does not fill out the whole format. Given an original format size of 210×297 mm, the distance to the edges is 10 mm. The box features 90% opacity and is therefore transparent enough to allow the picture to show through.



Eingerahmtes Layout

Bleed layout

A white-background area shown at 90% opacity and filling out the whole format is overlaid on the picture, which is a continuation of the visual.

