

## **MediaPool: Requirements for Artwork and Advertising Campaigns.**

### **General**

The following conditions are to be strictly applied for the archiving of image data in the BMW Group MediaPool.

These guidelines are intended to help lithographic companies and agencies to plan necessary work at an early stage and thus contribute to an efficient work process.

### **Artwork**

Lithographic data (finalized high-resolution data) is to be supplied as TIFF / CMYK without LZW compression (resolution at least 300 dpi) including all existing profiles (accordingly the briefed BMW Group requirements).

Data delivery to MediaPool should be effected contemporarily after finalized lithographic approval. In case low-resolution data is supplied in advance, the format has to be at least 800 x 600 pixels.

Graphics and line drawings should preferably be supplied as vector graphics in EPS format.

Technically faultless high end retouched realization of images is mandatory.

File names may not include any blanks or special characters invalid for Windows, the maximum length to be no longer than 35 characters and must end in \*.tif.

The data transfer might be handled via upload on the MediaShare within the BMW Group MediaPool (at „MediaTools“). To manage this a valid access to MediaPool is necessary (registration at <https://mediapool.bmwgroup.com>).

All information necessary for archiving need to be supplied in the final information form. The information forms are available on the MediaPool homepage <https://mediapool.bmwgroup.com> under “Help / Guidelines / Forms”.

After having finished the upload of the media data please send a short e-mail information to [redaktion.mediapool@bmw.de](mailto:redaktion.mediapool@bmw.de)

- mentioning subject / car model of which data has been uploaded
- on behalf of which BMW Group dept. / responsible contact.

Contact for questions concerning preparing media data / upload of media data also in advance: [redaktion.mediapool@bmw.de](mailto:redaktion.mediapool@bmw.de)

Shipping address for delivery on data carriers:

KP PressConsulting  
GmbH Pacellistr. 8  
80333 München

## MediaPool: Requirements for Artwork and Advertising Campaigns.

### Advertising Campaigns

For image files of advertising campaigns, the above conditions apply.

In addition, the following information is required:

- InDesign document (saved with the ending .indd) including all used images, logos and fonts.
- Additionally the InDesign document should be supplied as
  - interchange format \*.inx / \*.idml and
  - pdf document.
- There should be no signature of agency in the layout.
- All information necessary for archiving need to be supplied in the final information form.

The information forms are available on the MediaPool homepage  
<https://mediapool.bmwgroup.com>  
under “Help / Guidelines / Forms”.

Please provide advertisements with the following structure:



**MediaPool: Requirements for Artwork and Advertising Campaigns.**

**Document Control Criteria**

Printout for information only

<b>BMW Group</b>			
	<b>Range of Validity: BMW Group (all users of BMW Group MediaPool worldwide)</b>		<b>Version: 1.0</b>
	<b>Title of document: Requirement for Artwork and Advertising Campaigns.</b>		<b>Status: Approved Effective from: 13.12.2017</b>
			<b>Pages incl. Document Control: 3</b>
<b>Change History:</b>			
<b>Version</b>	<b>Content</b>	<b>Author, Dept.-Code, Date</b>	<b>Approver, Dept.- Code, Date</b>
1.0	Preparation	C. Wessely, PA-243, 06.10.2017	M. Riegel, PA-243, 20.10.2017
2.0	Revision		
3.0	Revision		