

Conditions for Product Images (PAB)

of

Conrad Electronic SE
Klaus-Conrad-Straße 1
92240 Hirschau, Germany
-hereinafter referred to as "Conrad"-

Quality requirements concerning media and documents for item creation in the Conrad group product range

Product images, product videos, product instructions and data sheets are important factors in the successful sale of your product. In order to present your product in the best way possible, we request that you deliver all media in the best possible quality on principle.

If a Framework Agreement has been concluded, the rights of use of all data and media are granted in accordance with the regulations of that Agreement. Otherwise, they are granted in accordance with the regulations of the General Conditions of Purchase, which can be accessed here in the current version in each case: <https://www.conrad.de/de/partners/einkaufsbedingungen.html>

Product image requirements	
Low-res for online representation	High-res for online representation + print
Minimum size: 400 pixels (longer side)	Minimum size: 840 pixel (longer side)
File size: approx. 350 KB	File size: approx. 1.6 MB
Resolution: 72 dpi	Resolution: 300 dpi (suitable for printing)
	Products knockout, clipping path with 0.2 flatness (path not automatic) Important: The main path must be activated and designated as "Path 1".
Max. increase 20% (= max. scalability without visible loss of quality)	
Max. image size: 3000 pixels	
Information on author, holder of rights to the metadata	
Good saturation, sharpness, contrast	

Requirements concerning graphics, logos

- Vector graphics preferred (Adobe Illustrator or similar)
- Format: EPS, AI, JPG, TIFF
- Resolution: 118.11 lines/cm or 300 dpi (pixels/inch) – Only pixel files
- Colour drawings in the RGB colour space
- Black-and-white drawings only 100% black
- Bitmap graphics also possible in exceptional cases (min. 600 dpi for min. 5 x 5 cm)

If graphics, logos cannot be delivered as open files:

- Lettering converted into paths
- Adequate line thickness (min. 1 pt.)
- Resolution: 118.11 lines/cm or 300 dpi (pixels/inch) – Only pixel files
- No language-dependent content (no writing on the image)
- Colour space: RGB grey shades

Requirements concerning videos

- Resolution: at least 720p, 25 fps

Requirements concerning PDF documents (instructions, data sheets, etc.)

- Searchable PDFs, no scanned graphics
- Embedded or standard fonts
- One document per language preferred
- Copyright endorsement, legal notice included