

ВЕДОМОСТИ

← ежедневная деловая газета →

ТЕХНИЧЕСКИЕ ТРЕБОВАНИЯ «ВЕДОМОСТИ» Color TECHNICAL SPECIFICATIONS

FILE FORMATS Adobe Photoshop 8.0, tiff, Adobe Illustrator 11, eps..

SPECIFICATIONS ALL FONTS MUST BE TRANSFERRED IN CURVES

All ads must have a border of the corresponding size
All adverts should have note «ADVERTISING»
All files - logos, pictures - used must be applied in the same folder
Embedded illustrations must be supplied separately.
Please provide a print out.
Photoshop eps files must have only 1 clipping path
It is recommended to avoid using fonts smaller than 12 pt in TIFF format pictures.
Please avoid using knock-out for text smaller than 8 pt
Black text on white background (100% Black) should not be less than 8 pt.
Process color text must be not less than 12 pt, font line width not less than 0.5 mm
Inverted text on process color background must be semi bold, non-contrast,
not less 10 pt font line width not less than 0.3 mm
Pictures resolution: CMYK - 300 dpi, LineArt - 600-1200 dpi

IMPORTANT All the foreign text must be translated in russian
The value of goods and services shall be indicated in russian rubles or in foreign currency/rouble

COLOR SETTINGS TOTAL INK 220% (Black 90%), Screening 100 lpi, Dot gain 20%

PAPER COLOR: Please take in to consideration that Vedomosti is printing on pink color paper

TEXT ADVERTS FONTS: Pragmatica, Helvetica only, not less than 8 pt.
The number of columns should be reduced to a minimum, a column width is not less than 60 mm.
The text should be in frame with the width of 1 pt.
All text adverts should have note «ADVERTISING» in the upper corner of the advert.
There should be no author's name or lead in the advertising articles.
The advertising article cannot be made up as an interview.
The text which conflicts with law of Russian Federation or Vedomosti Ad Policy cannot be published in the newspaper.

IMPORTANT A contact info (logo desirable)
All the foreign text must be translated in russian
The value of goods and services shall be indicated in russian rubles or in rouble/foreign currency.

CLASSIFIEDS 1 square: (49,6 mm × 56,5 mm) 30 words maximum (w/out photo), less words with 1 photo, accordingly
2 squares: (49,6 mm × 116 mm) 60 words maximum (w/out photo), less words with 2 photo, accordingly
4 squares: (103,5 mm × 116 mm) 120 words maximum.

FILE TRANSFER CD-ROM, E-mail: reklama@vedomosti.ru (up to 5 Mb)

For more info please call 7(495) 232-3200/1750, ext: 1284 «VEDOMOSTI» ad design department

AD SIZES width x heigh (mm)

SUPERCOVER	Spread	554 x 388
Spread (+5 mm bleed size)	1/1	265 x 388
1/1 Cover (+5 mm bleed size).....	1/2	265 x 187
1-3 horizontal	Small page	157,3 x 282,2
Special placement on page 1	4/5 vertical	211 x 363,3
ad at the bottom	2/5 vertical	103,5 x 363,3
Special placement on page 8, 9	1/3 horizontal.....	265 x 123,5
Horizontal banner, heigh 32 mm	9 squares.....	157,3 x 187
Horizontal banner, heigh 27 mm	1/4 horizontal	265 x 91,7
Vertical banner, heigh 157 mm	6 squares vertical	103,5 x 187
Vertical banner, heigh 79 mm	6 squares horizontal	157,3 x 123,5
Special placement on page 11	1/6 horizontal at the bottom	265 x 60
Перетяжка над анонсами	4 squares	103,5 x 123,5
Banner.....	1/12 horizontal banner at the top	265 x 28,2
Small banner.....		