Как потратить

Please find attached the specifications for the ad materials.
For ads we need colorproof and disk.

SIZES:

Clean size		Bleed
1/1 (page)	280 x 350 mm	290 x 360 mm
2/1 (spread)	560 x 350 mm	570 x 360 mm
1/2 horizontal (clean size)		280 x 175 mm
	(bleed)	290 x 185 mm

We accept materials:

- by FTP with preview file attached

- by courier delivery on CD with printout (mark it please - name of magazine, issue date, brand)/ 3, Polkovaya st., bld. 1, Moscow, 127018 Russia

2 Sending by FTP

https://filex.vedomosti.ru/en/upload

3 The name of files on FTP:

- the name of file should consist of not more than 12 symbols.
- only Latin letters– « a-z », numbers – « 0 – 9 » and symbol « _ » should be used (for example: 5Cosmo_brand.sit)
- No slash or any other symbols can be used in the names of archives.

3 Technical requirements for files

We accept files:

- ➢ **InDesign (edition CS3)** including linked high resolution pictures and logos.
- ➢ **Photoshop (TIFF)** with 300 dpi for CMYK and Grayscale, 1200 dpi for Bitmap.
- ➢ **Illustrator (EPS)** with 300 dpi for CMYK and Grayscale, 1200 dpi for Bitmap.

Как потратить

- No vector-transparency in Illustrator can be made. (Only in Photoshop).
- Please don't use in Photoshop additional Paths and Alpha Channels.

- Text, logos and pictures should be placed at least 7 mm from the cutting lines (until there is a design idea of possible cutting of design elements).

- No trim frame of image can be made.

- Minimum text size - 6 pt (Minimum text size "reverse" – 9 pt).

- Thickness of lines should not be less than 0,3 pt. Minimum thickness of negative lines is 1 pt.

- Please use ***CMYK= 60C/50M/40Y/100K*** for the solid black background.

Please do not use «Overprint» option in non-black objects!

!   •   Total ink for ad pages <u>should not exceed 300%.</u>

- Type of the separation is ICC.
  You can use profile ISOcoated_v2_300_eci.icc

!   •   Stray Points must be deleted and all fonts must be converted to outlines. (Create Outline). <u>Fonts are not accepted!!!</u>

It is not necessary to send color proof!

No color reclamations are accepted in the following cases:

- Color proof was not provided before the deadline;
- Color proof was not done in accordance with ISO 12647-2;
- Color proof was done from a different than a file sent to the magazine).

<u>4 Checking files</u>
To make sure that file is OK please use Preflight in InDesign:
Fonts – 0 fonts used.
Illustrations (TIFF, EPS) are linked.
Color - CMYK.

<u>5 LANGUAGE + LEGAL</u>
Advertising Legal Mention "НА ПРАВАХ РЕКЛАМЫ" or "РЕКЛАМА" is required.

Как потратить

! <u>Translation of all foreign (Not Russian) words is required</u> with the only exception for the registered trademarks.

Warning of the harmful effect of excessive consumption of alcohol is required. The warning must be in a size of at least 10% of image. In Russian:

«Чрезмерное употребление алкоголя вредит Вашему здоровью»

Warning of the harmful effect of tobacco smoking is required. The warning must be in a size of at least of image. In Russian: *«Минздравсоцразвития России предупреждает: курение опасно для Вашего здоровья»*

In case of   healthcare products it is necessary to add the warning in Russian:

«Перед   пременением   необходимо   ознакомиться   с   инструкцией   или проконсультироваться с врачом. Имеются противопоказания».

The warning says: "Please read the instructions and consult a physician before using this product.   Certain restrictions may apply" The warning must take 5 % of the image. CERTIFICATION and LICENSING are required.