ВЕДОМОСТИ

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 / www. english.imedia.ru/advertising/).

2 Sending by FTP

https://filex.vedomosti.ru/ru/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.

- 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 should not exceed 300%.

- 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). Fonts are not accepted!!!

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).

4 Checking files

To make sure that file is OK please use Preflight in InDesign:

Fonts – 0 fonts used.
Illustrations (TIFF, EPS) are linked.
Color - CMYK.

5 LANGUAGE + LEGAL

Advertising Legal Mention "НА ПРАВАХ РЕКЛАМЫ" or "РЕКЛАМА" is required.

Translation of all foreign (Not Russian) words is required 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.

Have a nice art work,

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