

# Как ПОТРАТИТЬ

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## Specifications

### **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

Colorproof is optional

### **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 CS6)** 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.

# ВЕДОМОСТИ

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- 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%** (**280%** for big dark areas)
- Type of the separation is ICC.  
You can use profile **ISOcoated\_v2\_300\_eci.icc**
- ! Stray Points must be deleted.  
**All fonts must be converted to outlines (Create Outlines). 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.**

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

*«Перед применением 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.