INSTRUCTIONS FOR MAKERS OF A DISPLAY AD OF PROJEKTIUUTISET

Sizes of display ads

Small box: 93 mm x 31 mm   Big box: 93 mm x 69 mm   Max box: 93 mm x 107 mm

Finished advertisements

Advertisements in PDF format, as versions 1.3 or 1.4 (Acrobat 4).

PFD must be in size 1:1, without frames, bleed marks or bleeds. Page headers in display ads and black 0.5 pt frames are added as standard in layout of magazine.

The magazine is printed in four colors; so please make ads in **CMYK colors**. Do not use RGB, LAB, Spot or indexed colors.

Images in an advertisement should be adjusted into ISOcoated_v2 300 ICC profile, if necessary this can be requested from RPT. ICC profile should not be attached to text and color surfaces. Maximum number of color in an ad is 300 %.

Texts must be included in the file or converted into a path or graphic. In order to make a homepage address work as a facsimile edition link, the link must be on when making the file.

Advertisements that must be built or corrected

A logo should be as a vector graphic or as a high resolution pixel graphic, in CMYK colors. **Resolution of images shall be at least 300 dpi in the size to be used.**

Logos or images taken from the internet are usually not good enough in quality for a printed product, and they are not in colors suitable for printing. An exception is various banks of media or images.

The texts of a display ad that is to be built shall be sent to us as a Word-file, for instance, or written directly to email. Please include all of the information you want in the display ad: slogan, texts, contact information etc.

You can send us just a logo, color instruction, font instruction and texts, or sketch an advertisement for example into Word or PowerPoint. These instructions are not suitable for making an advertisement with color space, therefore it is re-built into printable form. For this, we separately need good quality logo and image files.

Good material formats are, as vector graphics, InDesign and Illustrator files; their file extensions include .ai, .eps, .indd ja .pdf The best image files are files ending in .tiff-, .psd-, .eps- ja .jpg

Delivery of material

When sending material, please mention the advertiser, magazine and number/issue of magazine in which the ad will appear. In addition, we need the contact information of the editor, so we can send a proof of the ad for approval, if necessary, or be in contact in unclear situations.

Send display ads and materials to the following address: maria.keranen@rpt.fi

For more information on technical problems, contact: erika.alava@rpt.fi
Erika Alava, Graphic Designer, phone + 358 (0) 9 8099 1202.