

DELIVERY OF ADVERTISEMENT MATERIAL

Advertisement materials must be sent in Acrobat PDF format.

The magazine is printed in four colors; therefore ads must be made in CMYK colors. Do not use RGB, LAB, Spot or indexed colors.

A size has been reserved for the ad in connection with the sale; accordingly the exact correct space has also been reserved for it for the layout. Therefore, the **PDF must be in true size (1:1)**. The PDF must be as versions 1.3 or 1.4 (Acrobat 4).

Please note that **there must not be any frame in an advertisement that extends to the cut** (sizes in rate card includes margin). **Bleeds and bleed marks of at least 3 mm** must always be added to an advertisement.

Ads that do not extend to the cut (sizes without margin in rate card) do not require bleeds or bleed marks, and therefore these ads may also have a frame. If an ad does not have a frame and there is a risk that it mixes with editorial materials, layout will add either a frame or narrow line to separate it from editorial material.

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.

Image profiles

ISOcoated_v2 300

The photos in an ad should be adjusted to a suitable profile. ICC profile should not be attached to text and color surfaces. (When exporting from InDesign to PDF Output > Include Tagged Source Profiles). Please note that when using special effects, transparencies etc will come as full resolution (in InDesign export: Output > Transparency Flattener>High resolution, In Illustrator: Effect > Document Raster Effects Settings > High 300 ppi).

Maximum number of color in an ad is 300 %. ICC profiles may be requested from RPT if necessary.

If material is not in PDF format, please consider the following things:

- Images and color specifications in CMYK format
- Include fonts and linked elements
- Resolution of images at least 300 dpi, logos etc preferably 600 dpi
- Files should be packed into zip format, for example
- A 4-color, mv or other proof of the material must be given.
- 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. Additionally we need the contact information of the editor/creator so we can contact them if necessary.

Delivery address for advertisement material and more info: aineistot@projektiutiset.fi