

# TECHNICAL CONDITIONS FOR ADVERTISING MATERIALS

## 1. COMPLETE ADVERTISING MATERIALS

Complete advertising materials involve: advertising materials and client's order. In case of receiving incomplete or low-quality advertising materials, the client cannot claim compensation for low quality of the published ads.

## 2. WAYS OF SENDING ADVERTISING MATERIALS

- 2.1. Send the data files by electronic post - email recommended size under 5 MB)
- 2.2. Address for sending: podklady@vlmedia.cz

## 3. ADVERTISING MATERIALS

3.1. Only PDF file complying with the standard of PDF/X-la is acceptable.

### 3.2. The list of requested parameters of PDF files:

- One data file shall contain only one ad if not agreed otherwise.
- Each file shall give name of the advertising client, name of the title, issue (print date) and format (advertising size)
- Recommended name of the file (mode of naming data files): name of the advertising client\_size (after cut = net size)\_title and issue number; do not use Czech diacritical marks (example: ford\_215x275\_Glanc02.pdf)
- Version PDF file: 1.3 – composition shape
- Compression: JPEG of maximum quality
- Trapping: banned

### Sizes and geometry of ads:

- Size of the ad in a data file must be in the ratio 1:1 with requested size of the ad published. Motive must be centred (axis x/y)
- Bleed size (trimming) in magazines with binding V1: 5 mm from all sides (except for "rimmed" ads)
- Bleed size (trimming) in magazines with binding V2: 5 mm from all sides (except for "rimmed" ads); if the ad should be placed so that it passes from one page to another or it is placed on the first or the last 20 pages of the title, the recommended bleed size (trim) is 10 mm (it holds good especially for magazines with number of pages of 120 in a block). In case of the first doublepage – i.e. the ad that passes from the cover page to the block of pages, materials for each page must be sent separately (including bleed size allowing for a 5 mm trim around, and not as a doublepage without the central trim). In case of the advertising doublepage, it is not recommended to place the text so that it passed over the centre of the doublepage (especially in case of small fonts or negative text). In using rather big letters (e.g. in titles) the 3 mm offset from the back (spine) and the following lines of the design must be taken into account on word breaking.
- Minimum size of the document: net size + 10 mm from all sides (i.e. net size + 20 mm)
- Ad in the document must be centred along the axis X and the axis Y
- Graphic elements that do not fall into the bleeding size (trimming) - (text, logo, graph etc.) must be placed at minimum 5 mm from the net size = „safety zone“. If the safety

zone is not respected, part of the advertising motive may be cut off on elaborating

- Orientation (positioning): vertical
- Distance from trimming and matching marks from the net size: 12 points at minimum (or at min. 4.5mm)
- The total of paint values must not exceed:
  - a) 300% for LWC and WFC papers, if the total of paint values is higher, the dark area may not be printed quite correctly (stains, lighter shadow etc.)
  - b) 240% for SC papers, if the total of paint values is higher, the dark area may not be printed quite correctly (stains, lighter shadow etc.)
  - c) 200% for newspaper, if the total paint value is higher, the dark area may not be printed quite correctly (stains, lighter shadow etc.)

- Color scheme: CMYK only
- Conversion functions and curves: banned
- Attachment of ICC profiles: banned
- Overprint values: overprint banned (all trimmed), except for 100% K
- In case of application of composite black, the range of values under 30/30/30/100 within CMYK is requested

### Picture resolution

- Resolution of bitmap images: over 300 dpi (in 100% of their size)
- Thickness of lines and colour scale 100% K at min. 0.5 points, trapping lines at min. 1 point

### Fonts

- Allowed only Adobe Type I (postscript fonts) and Open Type
- Attachment of fonts: applied only complete fonts (all trims must be incorporated)
- Minimum font size: 5 points in case of unicolour text, 9 points in case of multi-coloured or negative text

### RECOMMENDATION:

Adjusted fonts or fonts that are not correct on breaking are recommended to be transferred to curves. Passes (trimming/clipping, masks etc.) should not have too many anchorage points (producer is obliged to remove excessive anchorage points). In case of transparency all objects must be brought together in high resolution (before PostScript production). In case of transitions or transparency in vectors, the outcoming setting must be checked directly in vector application and resolution of 2400 dpi for 100% of their size must be set. No compressions are recommended to be used on applied pictures; compression should be used only on big volume of data as late as on defining parameters of outcoming PDF file (ZIP 8 bit, or JPEG of maximum quality). Before PostScript creating we recommend to check especially preprint values in all objects including line blocks, logos and illustrations. Incorrect preprint values may cause bad interpretation of advertising data in print. Never create final PDF file by exporting it straight from fault application. We recommend to check final PDF file with the help of a programme that enables "preflight".