

ВЕДОМОСТИ

THE WALL STREET JOURNAL | ИСКОУТОР СОБМЕНО | FINANCIAL TIMES

TECHNICAL SPECIFICATIONS

Forum, Vedomosti Real Estate Supplements

FILE FORMATS Adobe Photoshop 8.0, tiff, Adobe Illustrator 11, eps.

REQUIREMENTS **The logo and contacts of the company are obligatory**

ALL FONTS MUST BE TRANSFERRED IN CURVES

Ads smaller than full page must have a border of the corresponding size

All files - logos, pictures - used must be applied in the same folder

Resolution for pictures: CMYK – 300 dpi, LineArt – 600-1200 dpi

Photoshop eps files must have only 1 clipping path

It is recommended to avoid using fonts smaller than 12 pt in TIFF format pictures.

Please avoid using knock-out for text smaller than 8 pt.

TEXT

FONTS: Pragmatica, Helvetica only, not less than 8 pt.

ADVERTS

The number of columns should be reduced to a minimum,

a column width is not less than 80 mm.

The text should be in frame with the width of 1 pt.

All text adverts should have note «advertising» in the upper corner of the advert.

There should be no author's name or lead in the advertising articles.

The advertising article cannot be made up as an interview.

The text which conflicts with law of Russian Federation or Vedomosti

Advertising Policy cannot be published in the newspaper.

MEDIA FOR

FILE TRANSFER

CD-ROM, E-mail: reklama@imedia.ru (up to 5 mb)

PRINTING SPECS:



Screen ruling 150 lpi, Dot gain 24%, Ink density – less 320%

FOR MORE INFO PLEASE CALL 7(095) 232-3200/1750, ext:1284, 1311

«VEDOMOSTI» AD DESIGN DEPARTMENT

AD SIZES

(width x height in mm)

| | | | |
|------------------------------|-------------|----------------------------|---------------|
| 1/1 trim size * | 275 x 348 | 1/3 vertical trim size * | 117 x 348 |
| 1/1 in print area | 253 x 300 | 1/3 vertical in print area | 105 x 295 |
| 1/2 horizontal trim size * | 275 x 171,5 | 1/4 vertical | 123,5 x 147,5 |
| 1/2 horizontal in print area | 253 x 147,5 | 1/4 horizontal | 253 x 73,7 |
| 1/2 vertical trim size * | 133,3 x 348 | 1/8 horizontal | 123,5 x 73 |
| 1/2 vertical in print area | 123,5 x 295 | | |
| 1/3 horizontal in print area | 253 x 93 | | |

*** +5 mm on each side**