

# ВЕДОМОСТИ

ИЗДАЮТСЯ СОВМЕСТНО С  
**THE WALL STREET JOURNAL & FINANCIAL TIMES**

ТЕХНИЧЕСКИЕ ТРЕБОВАНИЯ  
«ВЕДОМОСТИ» Color

## TECHNICAL SPECIFICATIONS

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

**SPECIFICATIONS** 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  
Embedded illustrations must be supplied separately.  
Please provide a print out.  
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  
Black text on white background (100% Black) should not be less than 8 pt.  
Process color text must be not less than 12 pt, font line width not less than 0.5 mm  
Inverted text on process color background must be semi bold, non-contrast,  
not less 10 pt font line width not less than 0.3 mm  
Pictures resolution: CMYK - 300 dpi, LineArt - 600-1200 dpi

**COLOR SETTINGS** TOTAL INK 240% (Black 90%), Screening 100 lpi, Dot gain 20%

**PAPER COLOR:** Please take in to consideration that Vedomosti is printing on pink color paper

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

**CLASSIFIEDS** Grayscale (black & white) Ads ONLY!  
1/64: (43.8 mm×58.7 mm) 30 words maximum (w/out photo), less words with 1 photo, accordingly  
1/32: (91.8 mm×58.7 mm) 60 words maximum (w/out photo), less words with 2 photoes, accordingly

**MEDIA FOR  
FILE TRANSFER** CD-ROM, E-mail: reklama@imedia.ru (up to 5 Mb)

For more info please call 7(495) 232-3200/1750, ext: 1284 «VEDOMOSTI» ad design department

### Ad Sizes width x heigh (mm)

1/1 full page .....	380 x 543	1/8 vert.....	91.8 x 264
1/2 .....	380 x 264	1/8 hor .....	187 x 124
20/64 .....	236 x 264	6/64 hor.....	139 x 124
1/3 vert.....	140 x 506	6/64 vert.....	91.8 x 190
1/4 hor .....	380 x 124	1/16 .....	91.8 x 124
1/4 vert.....	187 x 264	3/64 vert .....	43.8 x 190
12/64 hor.....	187 x 190	1/32 hor.....	91.8 x 58.7
12/64 vert.....	139 x 264	1/32 vert.....	43.8 x 124
9/64 .....	139 x 190	1/64 .....	43.8 x 58.7