

Materials should be sent to the Advertising Department in electronic form on PC-formatted digital media (CDROM or DVD).

FULL-PAGE AND SPREAD ADVERTISEMENTS for the printed version:

- Composite PDF 1.4 – 1.6 files are required, generated using Adobe or QuarkXpress software. PS files generated using Adobe Acrobat Distiller are permissible (instruction available at: <http://www.quadgraphics.eu/content/Services/Premedia/CreatingPDF>)
- Before materials are submitted, the files should be checked (pre-flight) using a suitable program, e.g. Enfocus PitStop, Adobe Acrobat (version 6.0 or higher) or Adobe InDesign (version 4.0 or higher). Pre-flight profiles can be found at <http://www.quadgraphics.eu/content/Services/Premedia> to detect the most common types of errors.
- The resolution of photographs contained in the digital files must be at least 300 dpi. By submitting lower-resolution graphics, you are accepting that the quality of the image will be poorer.
- Screen angles (elliptical) at the printing house are as follows: K - 165°; C - 105°; M - 45°; Y - 90°; the Advertising Department should be consulted before using a different screen ruling, angle or illumination resolution.
- **Total area coverage (TAC or TIL) must not exceed 300% for the cover and 260% for the inside pages.**
- Generate a separate file for each page. In the case of full page spreads, create separate files for the left and right pages.
- Trim lines should be set to the net advertisement format and colour strips should be placed outside the gross format.
- The file name may not contain any Polish letters, spaces or special symbols (* >! etc.). Only the underscore character _ may be used.
- The size of the trim box* must agree with the net format of the page.
- The fonts used must be converted to curves.
- Composite files must include colour separation on the CMYK model according to the ICC profile:
 - for inside pages and covers, available at: http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_druk
- * A trim box is an area defined in the PDF format which determines the net format of the page (when printed and trimmed). The document delivered to the printing house must have a defined trim box. The trim box setting can be checked in Adobe Acrobat Professional.

OTHER ADVERTISEMENT FORMATS and non-standard formats:

- These must be saved as EPS, TIF or PDF files with a resolution of 300 dpi. Total area coverage (TAC or TIL) must not exceed 260%
- They must contain colour separation using the CMYK model according to the ICC profile available at http://www.polityka.pl/_resource/fs/res/reklama/materialy/
- The fonts used must be converted to curves.
- The files must be prepared for the gross format (that is the net format + bleeds 5 mm) – except for advertisements prepared for the printed area.
- Non-standard formats crossing by the spine line:
 - all graphics should be prepared in the form of a single copy
 - words may not be divided by the spine line, the words on each page must be spaced at least 1 mm from the spine line
 - illustrations cannot be allowed to extend several millimetres onto the neighbouring page
- Other parameters as for full-page advertisements.

PROOF COPIES

- A colour proof should be enclosed with each advertisement, made with the appropriate ICC profile:
 - for inside pages, available at: http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_strony_wewnetrzne
 - for covers, available at: http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_okladki
- A control strip with a colour scale (outside the gross format), should be placed on each proof. The recommended strip is Ugra/Fogra Media Wedge. You may also use a modified strip available at: http://www.polityka.pl/_resource/fs/res/reklama/materialy/pasek_kontrolny.tif
- Each proof should carry a certificate confirming that it has been made correctly. The certificate contains the results of measurements of the control fields of the measurement strip, expressed as ΔE .
- If the proof lacks a control strip, printing will be performed according to the standard values defined by ISO12647-2.
- Proofs must be made following the final correction of the files supplied for printing - otherwise, they will not have the status of contract proofs and cannot be used as a basis for later complaints.
- In case of failing to deliver the proof copy, no claims concerning the color of the proof will be accepted.

NOTES

1. Elements required to bleed must extend at least 5 mm over the trim line. Bleeds should appear on all edges.
2. Important text or graphic elements should be a minimum of 5 mm from the trim line.
3. The minimum degree of type printed in more than one colour or in negative type is 10 points for dual-element typefaces or 8 points for single-element typefaces.
4. The minimum permissible line thickness is 0.2 points. Lines printed in negative type or in more than one colour should have a thickness of at least 0.75 points.
5. Black text on a coloured background, smaller than or equal to 24 points, should be overprinted. Knocking out the background under such text is not permissible.
6. For black text larger than 24 points and black backgrounds the colours: C - 50%, M - 40%, Y - 40% should be added to obtain a greater depth of black.

Please read this technical specification in detail. Adherence to the above guidelines is a basic requirement for enabling your advertisements to be printed at the quality you would expect.

Full information and technical requirements can be found at: <http://www.quadgraphics.eu/content/Services/Premedia>