

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

FULL-PAGE AND SPREAD ADVERTISEMENTS

- **Composite PDF 1.4 files** are required, generated using Adobe Acrobat Distiller 5.0 or higher, and with the Creo PDF Pages.joboptions settings file and CreoDistillerAssistant, which are available at <http://www.quadwinkowski.pl/tresc/Uslugi/Prepress>, where you can also find instructions for using the files.
- Total area coverage (TAC or TIL) must not exceed 300% for the cover and 260% for the inside pages
- Screen angles (elliptical) at the printing house are as follows: K - 75°; C - 15°; M - 45°; Y - 90°; the Advertising Department should be consulted before using a different screen ruling, angle or illumination resolution.
- Trim lines with format conforming to Forum's format, and a colour description.
- Composite files must have all used fonts attached (closed document) and include colour separation on the CMYK model according to the 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
- Composite files should include, apart from gross format, control strips with a gradual colour scale, separate for each colour. A file without a scale does not give a reliable basis for printing.

Caution! Materials for spread advertisements should be prepared as two files, one for each separate page.

OTHER ADVERTISEMENT FORMATS AND NON-STANDARD FORMATS

- These must be saved as EPS (Adobe Illustrator CS2) or TIF files with a resolution of 300 dpi. Total area coverage (TAC or TIL) must not exceed 260%
- They should contain colour separation using the CMYK model according to the ICC profile available at http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_strony_wewnetrzne
- The fonts used should be converted to curves.
- 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.

Caution! 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.

PROOF COPIES

- A colour proof should be enclosed with the 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 should be placed on each proof (outside the gross format). 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
- Proofs should be made following the final correction of the files supplied for printing.
- In case of failing to deliver the proof copy, no claims concerning the color of the proof will be accepted.

Caution! Colour samples other than compliant with the parameters given above cannot be used as a basis for later complaints.

NOTES

1. Elements required to bleed must extend at least 5 mm over the trim line. As advertisements may be repeated on either odd or even-numbered pages, bleeds should appear on all edges.
2. Important text or graphic elements should be a minimum of 7 mm from the trim line.
3. Negative type should be avoided in the case of fonts of less than 8 points or other thin characters.
4. Very thin graphic elements should be printed in one colour.
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. All files should be checked before being sent for printing.

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.quadwinkowski.pl/tresc/Uslugi/Prepress>