

# TECHNICAL INFORMATION

## POLITYKA, FORUM (BIWEEKLY), WIEDZA I ŻYCIE (MONTHLY), ŚWIAT NAUKI (MONTHLY), SPECIAL ISSUES

### Materials should be submitted to the Advertising Office in electronic form:

- via the publisher's FTP server,
- via any file transfer service (e.g., [www.wetransfer.com](http://www.wetransfer.com)),
- via e-mail.

### FILE FORMATS

- PDF (full page) files
- other file formats (EPS, TIF, PDF) for ads smaller than full page

### TECHNICAL REQUIREMENTS

- Files must be prepared for the gross format (i.e. net + 5 mm bleeds), with the exception of ads prepared for the print area (framed ads),
- The material must have trim line markers (on the net format) positioning on the page and placed outside the bleeds,
- All text and graphic elements should be placed at a distance of min. 5 mm from the trim line (net format), and in the case of glue binding (special issues of Polityka), at a distance of min. 10 mm from the spine line,
- In the case of full-page spreads, prepare separate files for the left and right page,
- **The resolution of the pictures contained in the files must not be less than 300 DPI.** By submitting a lower resolution image, you agree to a reduction in quality for that image,
- **All raster and vector elements must contain CMYK colour separation according to the ICC profile available on the website:** <http://www.polityka.pl/resource/fs/res/reklama/materialy>

### TEXT

- The fonts used must be converted to curves,
- Black text should be saved only in BLACK (C 0% M 0% Y 0% K 100%),
- The minimum size of type printed in one colour shall be:
  - 6 points for single-element typefaces,
  - 7 points for two-element typefaces,
- The minimum size of type printed in more than one colour or in negative is:
  - 8 points for single-element typefaces,
  - 10 points for two-element typefaces,
- Black texts on a coloured background smaller than or equal to 24 points should be overprinted. Knocking out the background under such text is not permissible.
- For greater depth of black in texts larger than 24 points and black backgrounds, it should be generated from 4 colours. The recommended components are: C 50%, M 40%, Y 40%, K 100%,
- The minimum permissible line thickness is 0.2 point. Lines printed in negative or in more than one colour should have a thickness of at least 0.75 point.

### ADVERTISING/PROMOTIONAL ARTICLES:

- They must include a description: "promotion", "advertisement", "sponsored text" or other agreed with the publisher (e.g. "information and promotional material", "information material", "presentation") using a font of at least 10 points.
- Materials that are graphically similar to the editorial columns of the titles in which they are published will not be accepted for publication.

### THE FILE MUST NOT CONTAIN:

- Additional colours (Pantone, RGB, etc.),
- ICC profiles in the PDF file or in any elements within the file,
- Elements with a total ink limit (TIL) higher than the allowed maximum ink limit:

• inside pages of Polityka and Forum:	<b>260%</b>
• covers of Polityka and Forum:	<b>300%</b>
• inside pages and covers of special issues	<b>300%</b>

### PROOF

- It should be made after the final correction of the file submitted for printing and with the use of the appropriate ICC colour profile — otherwise it will not constitute grounds for complaint,
- It should have a control strip (outside the gross format) with a graduated colour scale. The recommended strip is the Ugra/Fogra Media Wedge,
- It should be accompanied with a certificate confirming that it has been made correctly,
- If the proof lacks a control strip, printing will be performed according to the standard values from ISO 12647-2,
- In case of failure to submit a proof, there are no grounds for a colour complaint.

**We kindly ask you to read this technical specification in detail. Adherence to the above requirements is the basic condition for meeting your expectations as to the quality of the printed advertisement.**

Full details and technical requirements can be found at [https://www.quad.eu/wp-content/uploads/2021/11/QUAD\\_SPC\\_Supplying-inserts-and-promotional-materials\\_25-10-2021\\_EN.pdf](https://www.quad.eu/wp-content/uploads/2021/11/QUAD_SPC_Supplying-inserts-and-promotional-materials_25-10-2021_EN.pdf)