

advertising specifications

for magazines published by
Phoenix Press

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PHOENIX
PRESS

BAUER MEDIA GROUP

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Advertising specifications

Advertising materials are accepted in digital form **exclusively**.

File formats

1. PDF files
 - settings: PDF composite ver. 1.3 (Acrobat 4.0), 300 dpi resolution, internal ZIP compression is acceptable;
 - for full page ads: file with magazine's page dimensions artwork, trim marks and lines included;
 - for ads smaller than full page no trim marks should be provided;
2. TIF binary files
 - TIF/CMYK with 300 dpi resolution and LZW compression;
 - without trim marks;
3. JPG alternatively
 - JPG/CMYK with 300 dpi resolution and minimal compression;
 - without trim marks;

Files compressed with .zip format are also acceptable.

Media formats

1. Submission via Internet
 - FTP server,
 - small ads may be submitted to the e-mail address (details available on request in technical department of Phoenix Press);
2. CD-R, CD-RW discs (MAC or PC version);

Artwork requirements

Ads should be prepared with particular magazine ad dimensions, without additional colours (CMYK only), TAC (total ink) < 340, without ICC profiles.

Ads should include 5 mm bleed extending beyond trim on all sides.

Black type and objects should be with "overprint" option switched on, reverse colour text cannot be smaller than 7 points. Type or illustrative material not intended to bleed must be kept at least 5mm from the trim line. Thin lines or other similar illustrative material (under 0,8 point) and type smaller than 7 points should be made using one colour only. TrueType and CID Type fonts are not allowed (unless converted to curves).

Ad files should include file extension within its name (eg.: .tif, .pdf).

Advertising specifications

Two-colours ads should be prepared as follows:

- using grayscale,
- using CMYK with cleared (not deleted) redundant channels for ads with other colours (black-and-white + another colour).

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For magazines with perfect binding please take under consideration that 2nd and 3rd cover and first and last inside pages will be glued on 3 mm from the spine through the side, which decreases effective size of DPS. To avoid picture trim please remember that the page size should be the same with only pictures on a page resized.

Trademarks (logos and logotypes)

Trademarks for sponsorship and advertorials that are prepared by Phoenix Press are accepted on technical parameters as follows:

1. vector files
 - .AI /CMYK (Adobe Illustrator)
 - .EPS /CMYKwithout nested bitmap objects and additional spot colours; all fonts should be converted to curves;
2. bitmap files
 - TIF/CMYK with 300 dpi resolution and min. 5 cm wide at the base of a trademark;
3. JPG alternatively
 - JPG/CMYK with 300 dpi resolution and minimal compression (best quality);

Notice: .PDF and .CDR (Corel Draw) files are not accepted.

In case of any questions, please, contact technical department of Phoenix Press.

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advert. dep.	22 / 654-79-16

