

Capital Weekly Edition

Print Advertising	Ad size	Price
Cover 4	non-trimmed (235 x 307 MM), trimmed (230 x 297 MM)	5500
Cover 3	non-trimmed (235 x 307 MM), trimmed (230 x 297 MM)	4700
Cover 2	non-trimmed (235 x 307 MM), trimmed (230 x 297 MM)	4700
Folio native//display ad	non-trimmed (470 x 307 MM), trimmed (460 x 297 MM) 7000 characters	6000
One page native ad//display ad	non-trimmed (235 x 307 MM), trimmed (230 x 297 MM) 3500 characters	4000
Half page display ad	non-trimmed (117 x 307 MM), trimmed (112 x 297 MM)	3000
1/3 page display ad	non-trimmed (78 x 307 MM), trimmed (73 x 297 MM)	2000
Insert	Upon request	Upon request
Special print project		Upon request

Trimmed sizing to be taken under consideration.

Bleed for trimming - 5 mm.

All visuals of importance to be placed at minimum 5 mm deeper than trimmed size

Format - EPS (CS3 or lower version), PDF, TIFF, JPEG (resolution 300 dpi).

Colours - CMYK (without Spot or Pantone colours)

EPS texts - in curves. PDF fonts to be embedded

Black colours - CMYK (0/0/0/100)

Lines - at least 0.5 pt.

No overprint for white colours (0/0/0/0)

Gradients, meshes, transparency, drop shadows etc. - is necessary to be rasterized.