TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• Supported file formats: Adobe Photoshop PDF, TIFF or Adobe Illustrator EPS (all text in curves). EPS files should be saved as not higher than Adobe Creative Cloud version. PDF files are not recommended. • Color mode: CMYK (no additional defined spot colors). • Resolution: 300 dpi [120 dpcm]. • Advertisement must be left with **5 mm on all sides for bleed**. The file should not contain any marks for trimming, registration, color swatches or any other additional items. An area of **10 mm inside of crop** is called safe area and **must not include important advertising elements.** • Ready for publishing advertisments should not contain additional layers or channels. When using effects such as gradients, meshes, transparency, drop shadows, etc. they must be rasterized in the final file submitted for publication in a publishing house. • All raster images must be with embedded ICC profile ISO Coated v2 (ECI). Because of roll printing, Total IncCoverage should not be greater than 300%.