



AD PRODUCTION BY IDG ORDERED BY CUSTOMER

1. Full page ads:

- Pdf files [print ready] - CMYK composite without separations.

2. Smaller ads:

- Pdf files [print ready] - CMYK composite without separations.
- Halftone files – TIFF, EPS [without LZW compression], resolution 300 DPI [photos] or 600 DPI [text].
- Black text should be composed only of the BLACK component, and not the entire CMYK.
- Vector and vector/halftone files – EPS; text converted to curves, photos and all other components should be included in the file.



REQUIREMENTS

- The ad size must correspond with the format of the advertising area purchased [with possible bleed added].
- Ads with bleed – 5 mm larger [on each side] than the net format; all important graphics components [with the exception of background] and text should be moved to the inside at least 5 mm from the cutting line.
- Thin lines of graphics components, as well as small and thin fonts [less than 12 points] should be in one color only.
- Minimum font size: 7 points, minimum line thickness: 0.4 pts
- Black text should be overprinted on the background.
- Maximum ink coverage is 300%



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1. File formats:

- Halftone files – TIFF, EPS [without compression], [CMYK] resolution 300 DPI [photos] or 600 DPI [text].
- Vector and vector/halftone files – EPS; AI text converted to curves.

2. Other requirements:

- All required components must be provided by the orderer, every component included in the file must be prepared in CMYK format; resolution not less than 300 DPI. Terms and conditions [including cost] of production of advertising materials must be agreed with the IDG Advertising Department

NOTE:

If a certified color sample made from the submitted material is not provided, the publisher is not responsible for the colors of the published advertisement.



FORMS OF DELIVERY

IDG Poland S.A. Advertising Department 02-092 Warsaw, Żwirki i Wigury 18 a, Business Garden bud.2
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