

TECHNICAL CONDITIONS for advertising in The Slovak Spectator products

General information

For The Slovak Spectator bi-weekly:

Maximum page size: 281,5 x 360 mm

Print raster: 40 l/cm

Paper: 45g/m², newsprint-coloured

Tonal gamut: 3% - 85%

Point growth in 40%: C 30%, M 20%, Y 24%, K 25%

For annual publications:

Maximum page size: 210 x 297 mm (+5mm bleed)

Print raster: 70 l/cm

Paper: 90g/m², ONL

Format

Ad size must equal the size given in the relevant pricelist. Non-standard formats upon agreement with our sales department only. The width of non-standard formats must be a multiple of columns in the relevant publication.

Bleed

Bleed advertisements are not possible in the *The Slovak Spectator bi-weekly*.

For the remaining publications add 5 mm bleed on each page side. Crop marks must be min. 3 mm from the end of the net print area.

Required materials

Compound PDF's version. Standard PDF for print.

Data format: Binary, all ICC colour profiles must be off, all fonts must be properly embedded

Other formats

For other formats AI, EPS (Adobe Illustrator), CDR (Correl Draw) – text must be converted with outlines. Pictures must be at 300 DPI resolution in real size (1:1). Colour space: CMYK; no LAB or RGB items can be used. Format EPS must be generated in programme Adobe Illustrator, not Adobe Photoshop.

Colour space

Basic colour space for all colour data must be CMYK. Under no circumstances can it be RGB or LAB.

BW advertising data for newspaper print must be in Greyscale mode.

Secondary colour must be defined as CMYK, or in scale Pantone in case of additional print plate.

Newspaper print

Total coverage of all colour areas may be max. 240% for newspaper rotary offset print. Due to point growth when printed, we do not recommend using a typeface smaller than 8 points in negative for thin cut in two or more colours. Black typeface should be defined by 100% black colour (K). Make sure the Overprint function is on.

Materials for advertising prepared by The Slovak Spectator graphics department

Text

By e-mail in Open Office, MS Word, Text only, RTF formats.

Logos

By e-mail in AI, EPS (generated in programme Adobe Illustrator, not Adobe Photoshop) or format CDR. Text converted with outlines, colours must be in scale CMYK.

Pictures

All pictures in real size (1:1) at min. 300 DPI resolution.

Print proof

Print proof in CMYK scale with raster must be submitted in 1:1 measure and must be prepared from the identical document used for publishing. Common office printer output or ads prepared for other paper quality (i.e. glossy paper) are not considered certified print proof. Since the colour of newsprint paper is not identical with proofprint full bleached base and cromalin paper, newsprint-coloured paper is recommended for newspaper proofs.

Notice

In cases where the submitted ads are other than certified print proof or do not meet the aforementioned technical conditions, the publisher will secure the best possible print quality. However, the publisher can not be held responsible for the print quality of the published advertisement, and will not accept any complaints concerning the print quality in such cases.