Common terms

- Generally, we accept your ad in PDF format (PDF 1.4; Acrobat 5)
- We are working on PC platform. We use Windows 7 operation system.
- When archiving use ZIP, 7z and RAR archivators.

 We don't understand *.SIT (Macintosh platform).

- All objects used in your module (including linked images) must agree with following terms:
- CMYK (for color), GrayScale (for grayscale halftones), Bitmap (for b/w).
- We accept: *.TIF and *.EPS image formats.
- Black texts must be colored with the pure black (C0M0Y0K100).
- We also take *.JPG (JPEG) of maximum quality (minimal compression: 10—12 in Adobe Photoshop).
- The image resolution must not be less than 200 dpi.

We don't recommend you using any images taken from Internet because of their low resolution (72dpi as a rule).

- Along with module it is desirably to send us color printout (scaled to 1:1), or, by e-mail, a copy of module in JPEG or PDF with a fair degree of resolution (150 dpi) or well-discerned screenshot, as well as your notes (existing objects with Overprint, Pantone colors etc). We will transfer your Pantones to CMYK color space though.

Color

- To get fairly proper printouts use the following settings in Photoshop:
- First, you may use the default settings in Photoshop:
- Settings: Adobe RGB. RGB Color Space — Adobe RGB (1998); CMYK Color Space — U.S. Web Coated (SWOP) v2.
- Or, more correct for our paper and inks (also use it as 'proof preview'):
- CMYK: Ink Colors — SWOP (Newsprint); Dot Gain — Standart 30%; Separation Type — GCR; Black Generation — Medium; Total Ink Limit — 240%; Black Limit — 95%; UCA-amount — 0%.
- Please inform us which CMYK profile you use doing your artwork.

   Also you may download and use our CMYK-profile, adapted for the newspaper printing industry.

If you use page-layout software

We don't accept your ad in Adobe InDesign, Adobe Illustrator, QuarkXPress, Freehand, etc.
Please export your artwork to PDF.

- It is necessary to send us all fonts used in your publication.
- All raster images in PageMaker must be included in publication (link option\Store copy in publication), but not be linked.
- Graphics must be in CMYK with the resolution of 200 dpi or more.

If you work with vector graphics software

- Please export your artwork to PDF format.
- As exeption, we may take CorelDRAW (*.cdr) file (any version). Please convert all fonts to curves.

If you use raster editor (Adobe Photoshop, Corel PhotoPaint, etc)

- We accept raster files in two formats: *.psd (with layers for possible future corrections) and *.tif.
- Attention! To avoid pixelization small texts (less 10 pt) rasterized modules should be created with 600 ppi at least. Or, we can not guarantee high quality text reproduction.
- Don't use white text on color background if font is less than 12pt. The same issue is valid for any colored small text.
- Please rasterize all text layers in your artwork (Layer>Rasterize>Type).

Preparing PDF

- We accept your artwork in PDF version 1.4 (Acrobat 5).
- PDF document size must be exact equivalent to ordered module (140x207, 140x100, 92x100 mm, etc. — see price-list).
- Any white margins are not appreciated.
- Images must be in CMYK of resolution at least of 200 dpi.
- All fonts must be embedded or being curved.
- When source is not in Russian, customer has to send us 2 files:
  - original PDF (or readable screenshot, or JPG),
  - the same ready PDF but without any texts (only composition and design - we'll put there Russian translation).
- In Acrobat Distiller you may use default Press Quality setting or the following:

  Compatibility: Acrobat 5.0 (PDF 1.4); Resolution: 1200 dpi;
  Images (Color & Grayscale): Downsample - OFF and Compression - OFF, if images are in JPG and of proper resolution.
  Otherwise — Downsample: Bicubic Downsampling to 240; ZIP, Image Quality: Maximum.
  For monochrome leave the default settings (1200 ppi, Compression CCITT Group 4).
  Fonts: Embed all fonts; Subset 100%.
  Color: Setting file None; Color Management Policies: Leave Color Unchanged.
  Combined (not separated into CMYK plates).
  Please flatten transparency and embed fonts!

 Keep in mind, that PDF-file is ready for layout (we cannot edit it), therefore thoroughly verify texts, grammar, phones and so on.

All questions send please by aineisto @ kauppatie.com.