

Technical specifications for color advertising materials REC, Business Review Jobs & Careers, REQ

FILES (READY LAYOUTS, LOGOS, ILLUSTRATIONS) IN FORMATS:

QuarkXpress 4.1 (MAC), fonts and illustrations
PhotoShop (PC или MAC) .TIFF, .EPS – resolution 300 dpi, colour CMYK
Adobe Illustrator 8.0 (PC or MAC). All text must be in curves.

IMPORTANT!

We DO NOT accept the following formats:
COREL DRAW, MS WORD, POWERPOINT, ADOBE PAGEMAKER, PDF!
We also DO NOT accept ready ads on film.

DESIGN AND LAYOUT

All type and salient features are to be at least 5 mm from the trimmed edges.

If a given column has illustrations or tint area stretching to the trim line, i.e. illustrations of the dimension of the trimmed column, then they should have a minimum margin of 5 mm from the trimmed edge. There should not be any frames around image areas stretching to the trim line.

Thin lines and box rules as well as small and medium size type should be in one color.
Small type below 8 points should be avoided for reverse lettering.

ENGLISH TEXTS

If you are unsure of how to translate or write a text in English, we offer the services of our copy editors. Texts may be sent to fax: (495) 232-9284 or e-mail: 1@imedia.ru.

MEDIA FOR FILE TRANSFER

ZIP 100, CD

E-mail: **1@imedia.ru** (Display ads for REC)
3@imedia.ru (Classifieds rubric)
tr@imedia.ru (Ads for Business Review Jobs & Careers, REQ)

