



TECHNICAL SPECIFICATIONS FOR ADVERTISING MATERIALS - 2016

OK Sizes:

2/1 spread

Clean (trim) size: 450 x 290 mm (Bleed size: 460 mm x 300 mm)

1/1

Clean (trim) size: 225 x 290 mm
(Bleed size: 235 x 300 mm)

1/2 vertical:

Clean (trim) size: 112 x 290 mm (Bleed size: +5 mm)

1/2 horizontal:

Clean (trim) size: 225 x 145 mm (Bleed size: +5 mm)

1/3 vertical:

Clean (trim) size: 75 x 290 mm (Bleed size: +5 mm)

1/3 horizontal

Clean (trim) size: 225 x 97 mm (Bleed size: +5 mm)

1/4

Clean (trim) size: 112 x 145 mm (Bleed size: +5 mm)

Small format sizes

On request.

**PLEASE, PAY ATTENTION THAT STARTING FROM ISSUE 23 (ON-SALE DATE JUNE 2)
NEW SIZES APPLIED.**

The Parties have hereby agreed that the following technical requirements for the Advertising Layouts to be placed in the Contractor's Magazines (hereinafter referred to as the Technical Requirements) were approved by the Contractor and shall serve as the standard for acceptance of the Layout and placement (publication) of the Customer's Advertising in issues of the Contractor's Magazines. The Technical Requirements shall be applicable from the date when the Contract is signed and shall not require any further approval between the Customer and Contractor.

1.1. The Contractor shall not bear any responsibility for the result of printing the Advertising Layout (hereinafter referred to as the Advertising, Advertising Material(s) and Advertising Layout(s)) in the following cases:

- provided Advertising Materials fail to comply with the Technical Requirements;
- the Customer fails to meet the deadline for providing Advertising Materials;
- failure to comply with the standards and provisions on the part of the printing house because this falls beyond the sphere of the Contractor's control and responsibility.

1.2. The Advertising Materials to be provided to the Contractor shall be accompanied with black and white or color 100% prints as well as enclosed preview files in the PDF or JPG formats prepared on the basis of the provided Advertising for control purposes. The prints and preview files shall match the Customer's Advertising Layout.

The following shall form a part of the printout of the Advertising Material:

- filename
- date of publication of the Magazine
- title of the Magazine
- signature and seal of the Customer's authorized representative
- approval for publication

1.3. Any Advertising Materials failing to meet the Technical Requirements may be accepted for additional processing (processing the materials to make sure they meet the printing house's requirements, preparing the Advertising Layout for publication and introducing changes in the Advertising Layout, development of the Advertising Layout) upon the Customer's request as stipulated in Clause 3.2.2 of the Contract on a paid basis, and the Parties shall make a respective Additional Contract/Appendix to the Contract.

2.1. OPTIONS FOR PROVIDING ADVERTISING MATERIALS TO THE CONTRACTOR:

ON CARRIERS:

– CD, DVD, USB Flash Memory, USB or FireWire HDD formatted under Macintosh or Windows. Any other types of carriers may be accepted as agreed upon by the Parties additionally.

BY FTP:

– any files submitted by FTP MUST be archived (rar, zip or sit). Please do not use the latest versions of the file archivers
– the archive name shall comprise the name of the Advertising Layout as well as title and issue number of the Magazine where the Layout is to be published

– use only Latin characters and digits for filenames

– the materials shall be submitted with enclosed pdf or jpg files

Direct link to the FTP server: ftp://axelftp:Xchange@ftp.axelspringer.ru

Or ftp.axelspringer.ru, login: axelftp, password: Xchange

Folders shall match titles of the Magazines.

2.2. ACCEPTABLE FILE FORMATS:

– Adobe InDesign, **CS6 version** (see Cl. 1, Cl. 2 and Cl. 6)

– Adobe Illustrator, **CS6 version in the AI or PDF format** (see Cl. 1, Cl. 3 and Cl. 6)

– Adobe Photoshop in the **TIFF, PSD** (see Cl. 1, Cl. 4 and Cl. 6)

Only PDF files created on the basis of the printing house's requirements (see Cl. 3.1, Cl. 3.5 and Cl. 3.6) may be accepted

3. REQUIREMENTS FOR PROVIDED FILES:

3.1. GENERAL REQUIREMENTS FOR ADVERTISING LAYOUTS:

– **The layout for the spreads should be done page per page.**

– The Advertising shall comply with the requirements of the Federal Law about Advertising under No. 38-FZ including but not limited to the requirements stipulated by Clause 3.9 of these Technical Requirements

– The form of the Layout shall not resemble the editorial page of the Magazine

– The Advertising Layout shall comprise a legible inscription reading “Advertising” with the font size to be not less than 8 pt

– The Advertising Layout shall have a bleed of 5 mm from each side of the page

– All important parts of the Advertising Layout shall be placed at a distance of at least 5 mm from the bleed

– The Advertising Layout shall not comprise any service information in the bleed (including crop marks, register crosses, filenames, etc.) and extra boxes

– the limit for the total paint coat for all CMYK objects shall depend on the color separation parameters for the given printing house (see the recommended color separation profiles in Cl. 3.5 and Cl. 3.7) and shall be from 280% to 320%

3.2. REQUIREMENTS FOR LAYOUT FILES FOR InDesign:

– the layout shall be made on the Macintosh platform

– the document dimensions shall strictly comply with the cutoff size of the Advertising Layout

– illustrations used in the layout shall be in a separate folder entitled Links

– illustrations used in the layout shall have the OK status in the Links palette. No objects shall be embedded in the layout

– when scaling bitmap images in the layout software, it is necessary to take into consideration that the output resolution may change and may be too low for printing

– the used spot colors shall be in the Swatch palette and have the Color Mode value: CMYK, Color Type: Process

– it is recommended to use proven fonts for Macintosh formats: PostScript Type1, TrueType and OpenType

– all fonts must be converted to curves

3.3. REQUIREMENTS FOR VECTOR FILES:

– all bitmap objects in vector files shall be embedded and comply with the requirements for bitmap files (see Cl. 3.4)

– the document color model shall be CMYK; using Spot Color is unacceptable

– all fonts must be converted to curves;

– **Only AI format is acceptable not EPS.**

3.4. REQUIREMENTS FOR BITMAP FILES:

– all bitmap images shall be in the CMYK colors and shall be made on the basis of the profiles recommended by the printing houses (see Cl. 3.5)

– recommended resolution: 250-300 dpi for CMYK and Grayscale; 600-1,200 dpi for bitmap and outline objects

– unused clipping paths and alpha channels shall be deleted from the file

3.5. REQUIREMENTS FOR FINISHED PDF FILES:

- the PDF file shall comply with the PDF/X–1a:2003 specification
- the version of PDF shall not exceed 1.3 (Acrobat 4.0)
- the file size shall be as follows: – the trim box of the Magazine + a bleed of 5 mm from each side of the page
- the Advertising Layout shall not comprise any service information in the bleed (including crop marks, register crosses, filenames, etc.)
- all used fonts must be embedded in the PDF file
- the profile matching the edition and location of the Advertising Layout (block or cover) published on the following web site shall be embedded in the PDF file: <http://www.axelspringer.ru/advertising/profile/>
- the PDF file can be generated both by distilling the PS file using Acrobat Distiller with the printing house's settings and by means of direct export from InDesign. For the purposes of correct export of our settings, it is necessary to specify PDF files so that the profiles stipulated by our settings were available to InDesign. Our settings for direct export of PDF files can be downloaded from <http://www.axelspringer.ru/>

3.6. PRINTING HOUSE'S TECHNICAL REQUIREMENTS FOR DESIGN ELEMENTS:

- the Advertising Layouts covering a two-page opening shall be laid out on a page-wise basis
 - minimum permissible width of a one-color line: 0.25 pt, line consisting of more than one color: 0.5 pt (in case of maximum off-register allowances, when a multi-color line of less than 0.5 pt is printed, there may be several separate lines)
 - minimum permissible width of a white line: 1 pt
 - minimum permissible font size in the Black color: 6 pt
 - minimum permissible font size in the white color to be printed over a full tone area of a composite color or illustration: 8 pt
 - black font less than 12 pt shall be 100% Black or Overprint
 - for black full tone areas and texts over 12 pt we recommend using a composite black CMYK color with the contents of Black not to exceed 99%
 - do not use the Overprint option on white objects because this will make the objects unprintable by default
 - we recommend using different transparency options for objects with caution because, for example, emulation of the Overprint option in different software packages does not always match the actual result after printing
- it is advisable to compose bitmap and vector parts of the layout using InDesign

3.7. REQUIREMENTS FOR COLORING TESTS:

A digital coloring test meeting the printing conditions may be provided for the purposes of printing house's color by the Customer. The output profiles can be downloaded here: <http://www.axelspringer.ru/advertising/profile>.

- the coloring test shall imitate offset print according to standard ISO 12647-2:2004
 - the following information must be specified in the coloring test: Ugra-Fogra MediaWedge v 2.0-3.0 scale printed under the same conditions as the Advertising Layout, name of the output device, date and time of printing the coloring test, used ICC profiles and filename of the Advertising Layout
 - a checkup sticker of the coloring test shall be enclosed or applied to the coloring test, according to which deviations in the colors measured by using the coloring test do not exceed the allowances from the imitated printing process
- Attention! Any failure to meet these conditions makes the coloring test non-contractual, and the printing house does not consider it as a coloring test. No claims for such coloring tests shall be accepted.
- The Contractor may print its control coloring test based on the provided Advertising Layout to verify the compliance between the coloring test provided by the Customer, printing conditions and Advertising Layout.

3.8. REQUIREMENTS FOR TEXT LAYOUTS:

- advertising is considered to be textual, if text, done by type-setting font, occupies more than 25% of the advertising area;
- for Advertising Layouts, comprised of textual typesetting, it is required to provide color base with at least 13% tone density per entire page size.
- Inscription "Advertisement" or "For publicity purposes" is required to be printed on the layout according to the following requirements:
- Inscription "Advertisement" or "For publicity purposes" is placed horizontally in the upper part of the page using the font size of at least 12pt.,
- The length of inscription is not less than 25mm. Letter spacing and increase of inter-word spaces are not allowed.
- In case if the background of layout under inscription is less than 30% of optical density–the color of inscriptions "Advertisement" or "For publicity purposes" is required to be K100%, in case if the background of layout is more than 30% of optical density–the color of inscription "Advertisement" or "For publicity purposes" is required to be White (0%).
- No image or text of the layout can be placed closer than 5 mm to the inscription "Advertisement" or "For publicity purposes"; moreover inscription "For publicity purposes" cannot be placed closer than 8 mm to the edge of the printed side.

- Inscription "Advertisement" or "For publicity purposes" cannot be placed on photo images, which are used in the layout.
- It is not allowed to use font styles or other design elements, similar to the typesetting of the magazine, in which the layout is produced, namely:
- No element of the layout can be placed on the photo or be located closer than 8 mm to it. Besides, the distance between two photos cannot be less than 8 mm.
- Margins at all sides of the layout cannot be narrower than 18 mm or wider than 30 mm
- Do not use branded caps (capital letter of the same font and size at the beginning of the editorial article)

The layout should comply with Advertising law requirements, including norms of Federal Law of 13.03.2006 №38-Federal Law "About advertising".

The advertisement should precisely define the advertising object - commodity, means of personalization of the legal body and (or) of the commodity, manufacturer or seller of the commodity. If advertisement is aimed to draw attention to the results of intellectual activity or event (including sports event, concert, competition, festival, risk-based games, bet), it should be precisely defined in the advertisement as well.

Publishing House reserves the right to make demands for additional requirements for textual layouts.

3.9. REQUIREMENTS FOR ADVERTISING LAYOUTS ADVERTISING ALCOHOL, TOBACCO PRODUCTS, DRUGS AND MEDICAL SERVICES:

According to the Federal Law about Advertising under No. 38-FZ issued on March 13. 2006 (Articles 21, 22, 23, 24 of the Law):

- any advertisements featuring alcohol products, beer and tobacco products shall be accompanied by the following warning messages: "Alcohol abuse is harmful to your health," "Beer abuse is harmful," "The Russian Public Health Ministry warns you: smoking is hazardous to your health," and such messages shall occupy at least 10% of the advertising area
- any advertisements featuring drugs, medical services, treatment methods and medical equipment shall be accompanied with the inscription: "Consult an expert about the services rendered for possible contraindications," and it shall occupy at least 5% of the advertising area

The Customer shall bear responsibility for the content of the Advertising and its compliance with the legislation.

3.10. REQUIREMENTS FOR SPECIAL PROJECTS:

Attention! A possibility to carry out special projects shall be agreed upon with the Contractor's Production Department in advance. Sample enclosures shall be provided in advance to be tested by the printing house.

- When the Advertising Layout features any additional components (such as perforation, creasing, die cutting, etc.), their exact location shall be specified. It is also necessary to specify the format for pasting in inserts as well as order of pages
- in the printout of the Advertising Layout, it is necessary to specify the number of color inks on the page if it is not a four-color page, and it is also necessary to specify the exact number of the Pantone color. Perforation, blanking, creasing, components of optional varnish coating and embossment shall be distinctly specified in the printout of the Advertising Layout
- when using an additional pass (ink, varnish, foil, etc.), it is necessary to mark the components to be additionally printed and specify the exact description of the required material
- the die-cutting outline or varnish shall be given in a separate color
- to verify alignment between all special components of the project, it is recommended to provide a layered layout. The Advertising Layout without any special components shall be positioned on the bottom layer while all special components to be used in the project shall be positioned in upper layers. Each special component shall be located in an individual layer
- it is recommended to generate files for UV varnishes (die-cutting, etc.) based on the same source image as the basic material. For this purpose, it is recommended to create a separate channel (layer) for UV varnish (die-cutting, etc.) in the course of laying out or create a path for the varnished image using the pen tool in the makeup software
- it is necessary to disable the PRINT mark in any NONPRINTABLE components in the Advertising Layout serving for information and visualization purposes because such components shall be nonprintable. For example, varnishing or embossment areas in the Advertising Layout provided for the purposes of visualization in the form of upper colored boxes shall not be printed in any case
- files for UV varnishes (die-cutting, etc.) shall be named as follows: cover01_UV.eps or vkleyka1_congrev.eps. Such files shall be located in a separate folder
- trapping size for Pantone: 0.2 pt
- line width for foil: minimum 0.85 pt
- line width for UV silk-screen varnish and hot stamping: no less than 0.85 pt
- tolerance for exact positioning of the selected varnish in the printed page: 1-1.2 mm (provide for the varnish trapping for this)
- in case there are any special inserts (inserts, glued-in test products, coupons, etc.), it is necessary to specify their size and location on the page or in the block of the Magazine
- all components in the Advertising Layout shall be legible

Attention! It is necessary to prepare separate PDF or EPS files having respective filenames in black ink only and specifying varnishing, die-cutting and other areas per each component of the Advertising Layout, and provide them to the Customer for approval. A PDF or low-resolution JPG file of the Advertising Layout comprising the Advertising Layout without any special components with the filename identical to the Advertising Layout shall also be provided. All of these files shall serve as the passport of the Advertising Layout. The Customer's approval of the passport shall mean that the passport complies with the provided Advertising Layout.

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