

## Technical specifications for the layout

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### General requirements

1. Layouts are accepted in the following formats:

- TIFF;
- Photoshop EPS;
- Illustrator EPS

**\*Attention! Layouts, made in CorelDraw program are not accepted!**

2. Page sizes in "Document Setup" must correspond to chosen size of the layout.
3. All the important elements, which are inside the layout, must come no closer than 5mm to the edge of the layout.
4. All colors of the layout must be set in CMYK model.
5. When naming files it is necessary to use Latin Letters only.
6. Ads accepted in "PC" format only.
7. Compressed ad accepted in RAR archive format only.

### Colors

1. Requirements for gray scale illustrations:

- all files must correspond to the color of CMYK model;
- resolution for bitmaps files must be 300 DPI;
- it is not allowed to use Alpha-channels.

2. Do not use other color models (RGB, HSB, Panton ...).

- colors of elements in the file must have a "process" type, but not "spot" or "tint".

### Fonts

1. All the used fonts must be transformed in curves.
2. Do not use text that is smaller than 6pt.
3. Black colored text should contain no components but the color black (C-0 M-0 Y-0 K-100%).
4. When printing text "reversing" on single-color tone box, size of font must be no less than 8pt; on four-color images - no less than 9 pt of the chopped garnitures

### Linked images, which is used in layouts

1. All files of linked images must be presented with the basic file of make-up images, even they are fully included in it.
2. For linked files of bitmap images use only following formats:
  - TIFF (300 dpi);
  - Photoshop EPS.

**\* Attention! when using Photoshop EPS format, Encoding option must be set Binary.**

3. Do not place: make-up elements through the clipboard area, make-up files in PSD format.
4. Using bitmap files in the make-up in Photoshop (PSD) format have to be additionally discussed with manager.
5. It is necessary to avoid repeatedly inlaid EPS (for instance: EPS loaded in the images file, which other EPS made out of, which was loaded in a make-up from which... et cetera).

**Attention! all the files which have not fitted to technical specifications for the layout are not observed will be returned on the stage of reception.**

If you have any questions on technical requirements please contact:

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