
Advertising technical specification:

1. All fonts and graphics elements should be placed at 4 mm distance from cutting edge.
2. Net size of advertising page 1/1 – 210 x 297 mm.
3. Every advertising page should have minimum 4mm bleed.
4. Thin line (below 0,75 points) or graphic elements should be created with one color. The same goes for fonts and objects in reverse (with size 8 points and less).
5. Sum of tonal values (TAC):
(ads inside magazine) max. 300%
(cover ads) max. 350%
6. Acceptable file formats:
 - a) **Eps** (all raster objects in a file have to be separated in CMYK, all fonts have to be converted to curves).
 - b) **Tif** (CMYK)
 - c) **Jpg** (CMYK).
7. All documents have to be provided in one of following formats:
 - a) Quark Xpress (Mac) version 3.3 or 4 with included fonts and graphic source files
 - b) Adobe Illustrator (Mac) (versions 3 to 9)
 - c) Corel Draw (from version 5 to 10) (PC)Not enclosed fonts have to be converted to curves and bitmaps have to be separated in CMYK.
8. All raster files have to be in minimum 300 DPI resolution.
9. Every advert must be provided with color proof.

Materials can be send to us by traditional mail on CD at the following address (Please make annotation: REKLAMA):

ciężarówki i autobusy
Motor-Pressa Polska sp. z o.o.
ul. Ostrowskiego 7
53-238 Wrocław
Poland

Technical questions: Mr. Zbigniew Skrzypek
tel. (+4871) 780 66 11 ext. 342 or by e-mail <mailto:zbyszek@mpp.pl>