

## Advertising technical specification:

1. All fonts and graphics elements should be placed at 5 mm distance from cutting edge.
2. Full page size **200 x 265 mm**.
3. Every advertising should have minimum **5 mm 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. Total Ink Limit (TIL): **max. 300%**
6. Acceptable file formats:
  - a) **PDF** (all raster objects in a file have to be separated in CMYK, all fonts have to be converted to curves).
  - b) **Eps** (all raster objects in a file have to be separated in CMYK, all fonts have to be converted to curves).
  - c) **Tif** (CMYK)
  - d) **Jpg** (CMYK).
7. All raster files have to be in minimum 300 DPI resolution.
8. 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):

**Runner's World**  
**Motor-Press Polska sp. z o.o.**  
**ul. Ostrowskiego 7**  
**53-238 Wrocław**  
**Poland**

Technical questions: Mr. Zbigniew Skrzypek by e-mail [mailto: zbigniew.skrzypek@mpp.pl](mailto:zbigniew.skrzypek@mpp.pl)