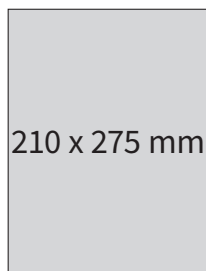
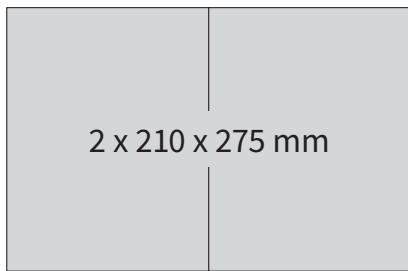


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ADVERTISEMENT SIZE - TRIMMED

COVER PAGES

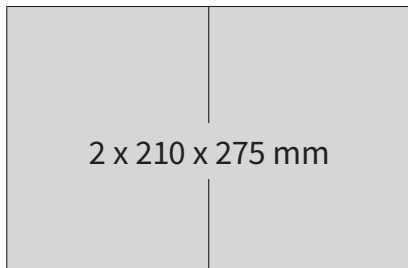
opening spread



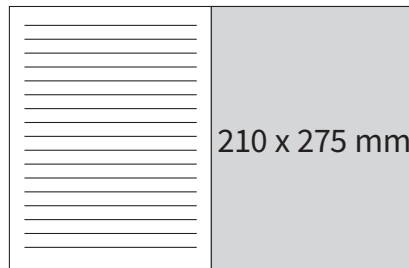
II cover
III cover
IV cover

MAGAZINE PAGES

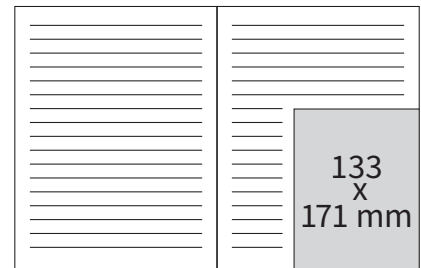
spread



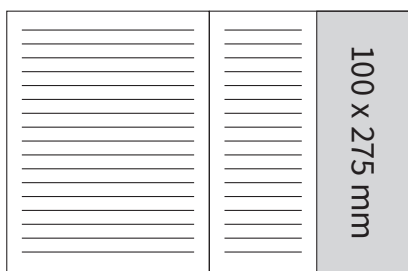
full page (left or right side)



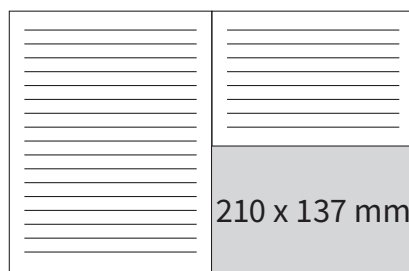
junior page



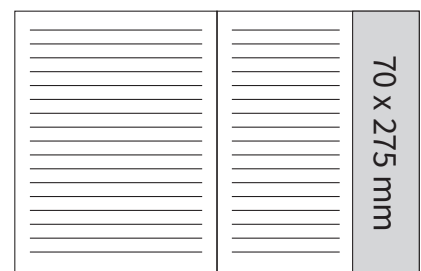
1/2 page vertical



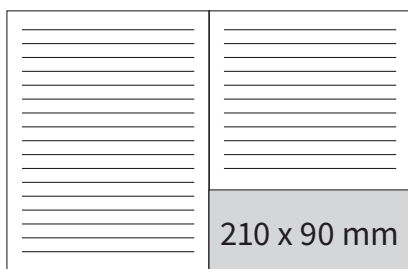
1/2 page horizontal



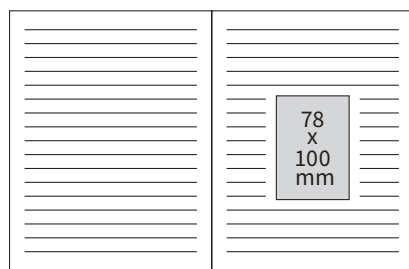
1/3 page vertical



1/3 page horizontal



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TECHNICAL DATA

IMPORTANT! text or graphic elements should be a minimum of 10 mm from the trim line.

REPRODUCTION

- Macintosh/PC

ADVERTISEMENT FORMATS

- as PDF 1.3 , EPS or TIF files with a resolution of 300 dpi.
- don't accept open QuarkXPress and InDesign files
- don't accept JPG files
- trim line – 5mm
- Important text or graphic elements should be a minimum of 10 mm from the trimline.
- A colour proof should be enclosed
- Materials for printing should be prepared in electronic form and sent on CD-R, CD-RW or FTP server

PRINTING TECHNIQUE

- 4 -colours (CMYK)
- roller printing (cover)
- roller printing (inside pages)
- 4 cover lacquered
- glued cover

PAPER

- inside pages: MWC
- cover: WFC

COLOR PROFILES

- cover - profil ISO Coated v2 _300_eci.icc
- inside pages - profil ISO Coated v2 _300_eci.icc

HOW TO DELIVER ADS

FTP: ftp.zwierciadlo.pl

login: reklama

password: zW1eR@iAd70_11_02_2013

catalog: _REKLAMY

file name: Z-client-month-issue-format (e.g.: Z-nivea-12-215x275.eps)