

# zwierciadło

## ADVERTISEMENT SIZE – TRIMMED

### COVER PAGES

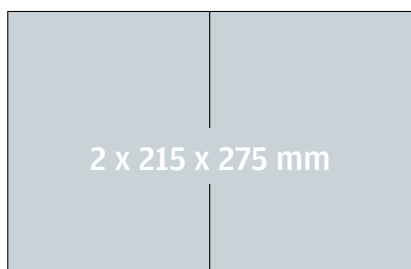
opening spread



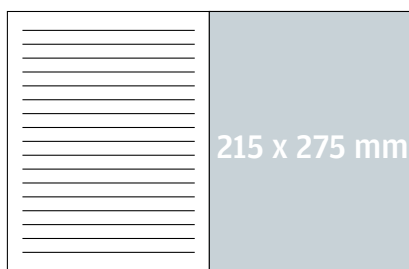
II cover  
III cover  
IV cover

### MAGAZINE PAGES

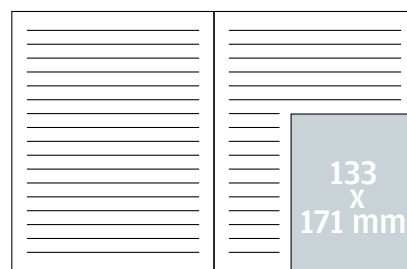
spread



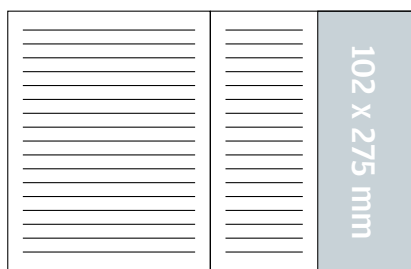
full page (left or right side)



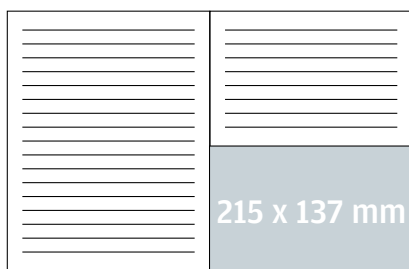
junior page



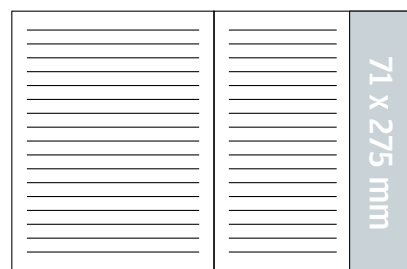
1/2 page vertical



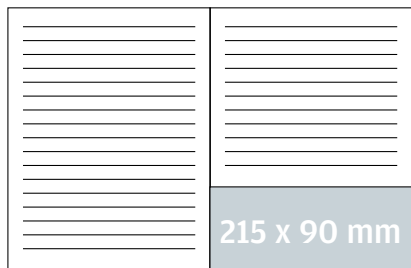
1/2 page horizontal



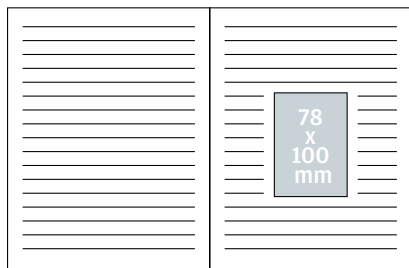
1/3 page vertical



1/3 page horizontal



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## TECHNICAL DATA

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

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### 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 - profile ISO Coated v2 (ECI)
- inside pages - profile PSO\_LWC\_Improved\_eci

### 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 (np: Z-nivea-12-215X280.eps)

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## CONTACT

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