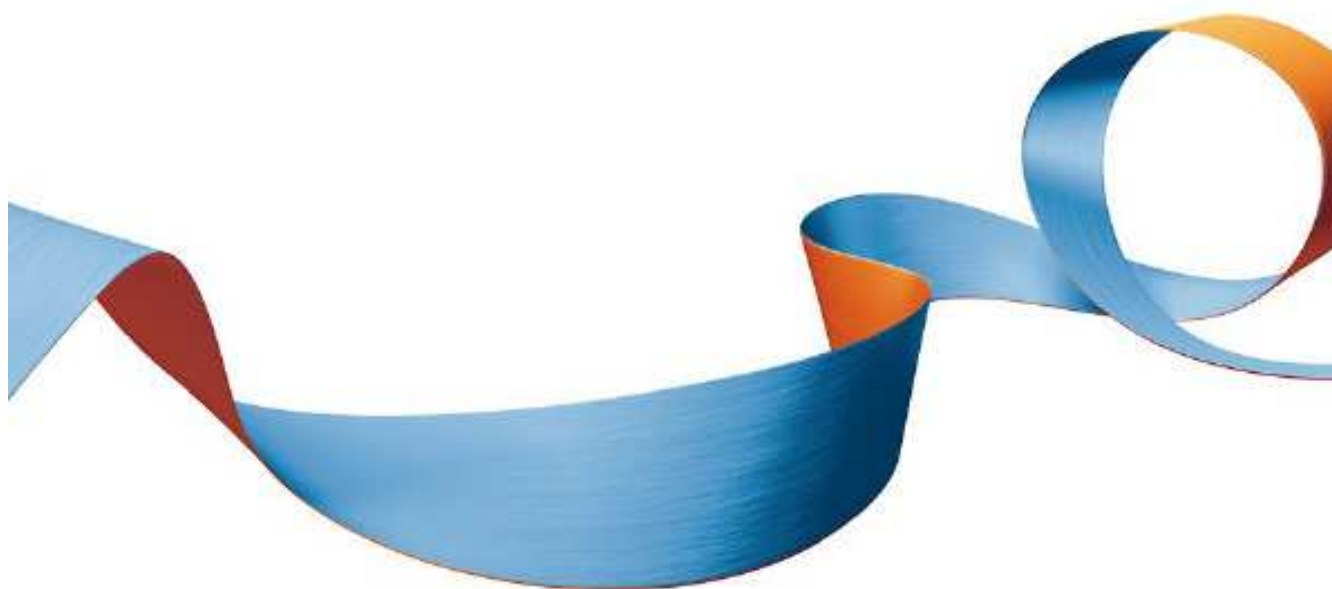


SANOMA MEDIA PRAHA 2012 TECHNICAL CONDITIONS
FOR ADVERTISING MATERIALS, PRINT



Technical conditions for advertising materials

1. COMPLETE ADVERTISING MATERIALS SHOULD CONTAIN

Advertising data, contractual color-consistent proof of advert data and order. If the advert materials are incomplete or do not have a good quality, ordering party/the advertiser shall not be entitled to present any warranty claims.

2. SUBMISSION OF ADVERTISING DATA

To send the advert data to the address:

Sanoma Media Praha s.r.o., Adv. Sales Dpt., Lomnickeho 7, 140 00 PRAGUE 4, Czech Rep.

2.1. Data files can be delivered electronically

- to the FTP server:
 - ftp://ftp.sanoma.cz (regardless the size of the file)
 - user name: inzercesmp
 - password: for currently password ask by mail: inzerce@sanomamedia.cz
- by e-mail (up to 5 MB)

2.2. Data carrier

Your advertising data may be supplied on media carriers

- CD (ISO 9660 standard – for PC)

3. ADVERTISING DATA

3.1. Only PDF File Format according to PDF/X-1a

3. 2. Required parameters of PDF Files:

- Only one advert per file; unless otherwise agreed, is concerned specialties, flaps etc.
- Name of the File (the way of labeling the data files):
 - Advertiser's Name Size (after Trim = Net Format) title and issue;
 - No Czech Diacritic
- Only composite PDF File Version 1.3
- No Trapping
- Sizes and geometry of adverts
 - Size of the advert in the Data File should be in 1:1 ratio with the required size of the printed advert. Motive must be centered (axis x/y)
 - Binding (saddle-stitched), bleed: plus 5 mm on all sides (except advert placed on type area)
 - Binding (glued), bleed: plus 5 mm on all sides (except advert placed on type area), in case of double spread advertising (format overlapping one page into another) is recommended 10 mm for bleed on all sides
 - Minimal size of the document:
 - net format + 10 mm on all sides (i.e. net format + 20 mm)



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- Advert in the document must maintain vertical and horizontal positions in relation to the centre (= centered)
- Graphical elements without bleed (text, logo, graph etc.) are placed at least 5 mm from the net format = „safety zone“
- Orientation: portrait
- The distance of matching and crop marks from the net format at least 12 pt
- Combined ink color density (C+M+Y+K) at any part of Images mustn't exceed 300%
- Color scheme: only CMYK
- No transfer functions and curves
- No images with embedded ICC profiles
- No overprint (all cut), except 100% K
- In case of use compound black color, move at CMYK 's values into 40/40/40/100.
Only separated primary colors (transfer to CMYK equivalent)
- **Image Resolution**
- Resolution of Bitmap images: in excess of 200 dpi (100% of the final size)
- Vector images: at least 0,5 pt
- **Fonts**
- Only Adobe Type 1 (PostScript fonts) and Open Type
- Only complete fonts embedded (all cuts must be included)
- Monochrome text: at least 5 pt font
- Polychrome text: at least 8 pt font

Recommendation:

Adjusted fonts or fonts that do not behave correctly are recommended to convert into curves Paths (trim, mask etc.) should not contain too many crop marks (the producer is obliged to remove the odd crop marks). If transparent elements are used prior to creating Post Script, all objects of this kind should be consolidated and transferred into Bitmaps. Reproduction of single colors in Bitmaps Images is in range 3-95%. Image format should be TIFF or EPS. When generating PostScript Files it is recommended prior to that to check especially overprint settings within the file, including ink drawings, logo and illustrations. Incorrect overprints can be responsible for incorrect print of advertising data. Final PDF file should not be created by direct export from makeup application. It is recommended to check the final PDF File by the program that enables pre-flighting.

4. PR SUBMISSION OF UNFINISHED TEXTS – MANUSCRIPTS:

Unfinished texts that the editor would stylistically modify must not exceed the following limits:

- for 1/1 print page – 25 lines of manuscript
- for 1/3 print page – 20 lines of manuscript
- for 1/4 print page – 10 lines of manuscript
- for 1/8 print page – maximum 7 lines of manuscript

If the client shall require additional pictures in a PR article, the scope of the submitted manuscript shall be reduced accordingly.

Technical conditions for advertising materials

5. CONTRACTUAL PROOF

- Proof must be taken from final (submitted) Advertising data – content compliance.
- Digital proof must be produced by machine optimized for making contractual proofs for print.
- Machine must be calibrated.
- In the process of proof producing, the used profile (ICC profile is recommended) should be in line with printing technology, type of paper and parameters of a pointer.
- Proofing materials (paper) must have an adequate surface finish (gloss, semi-gloss, matt)
- Proof must contain a control color substrate and black/white scale
- Proof must be 100% of the final size of the advert

6. COMMUNICATION PROTOCOL

Obligatory information

- Name of the Advertiser
- Format of the advertisement
- Name of the periodical
- Publication date (issue number)
- Contact to Producer of Advertising data (address, phone number, e-mail address)

All advertisements are received by:
Sanoma Media Praha s.r.o. – Advertising Department
Lomnického 7/ 1705, 140 79 Praha 4
www.sanomamedia.cz

Bank details:
ING, a.s., A/c No. 1000444917/3500
Reg. No. 45278776, Tax Reg. No. CZ-45278776

Customer Service:
Contact the Customer Care Department
Monday - Friday: 08:00 – 17:00 Hrs
Telephone: +420 296 162 444, Fax: +420 296 162 420
e-mail: inzerce@sanomamedia.cz