

REQUISITI TECNICI

ВЕДОМОСТИ

THE WALL STREET JOURNAL | 1817 | FINANCIAL TIMES

Relativamente ai materiali si ricorda che:

- è obbligatorio che tutte le scritte presenti sul materiale pubblicitario siano in Russo (tranne i marchi registrati) e che eventuali indicazioni di prezzo siano espresse in Rubli;
- tutti i pubbliredazionali o le pubblicità di solo testo (avvisi di pubblicità legale o finanziaria inclusi), dovranno riportare la dicitura “ADVERTISING” in alto a destra ed essere filo-contornati.

ТЕХНИЧЕСКИЕ ТРЕБОВАНИЯ «ВЕДОМОСТИ» Color TECHNICAL SPECIFICATIONS

FILE FORMATS Adobe Photoshop 8.0, tiff, Adobe Illustrator 11, eps..

SPECIFICATIONS ALL FONTS MUST BE TRANSFERRED IN CURVES

Ads smaller than full page must have a border of the corresponding size
All adverts should have note «ADVERTISING»
All files - logos, pictures - used must be applied in the same folder
Embedded illustrations must be supplied separately.
Please provide a print out.
Photoshop eps files must have only 1 clipping path
It is recommended to avoid using fonts smaller than 12 pt in TIFF format pictures.
Please avoid using knock-out for text smaller than 8 pt
Black text on white background (100% Black) should not be less than 8 pt.
Process color text must be not less than 12 pt, font line width not less than 0.5 mm
Inverted text on process color background must be semi bold, non-contrast,
not less 10 pt font line width not less than 0,3 mm
Pictures resolution: CMYK - 300 dpi, LineArt - 600-1200 dpi

IMPORTANT All the foreign text must be translated in russian
The value of goods and services shall be indicated in russian rubles or in foreign currency/rouble

COLOR SETTINGS TOTAL INK 240% (Black 90%), Screening 100 lpi, Dot gain 20%

PAPER COLOR: Please take in to consideration that Vedomosti is printing on pink color paper

TEXT ADVERTS FONTS: Pragmatica, Helvetica only, not less than 8 pt.
The number of columns should be reduced to a minimum, a column width is not less than 60 mm.
The text should be in frame with the width of 1 pt.
All text adverts should have note «ADVERTISING» in the upper corner of the advert.
There should be no author's name or lead in the advertising articles.
The advertising article cannot be made up as an interview.
The text which conflicts with law of Russian Federation or Vedomosti Ad Policy cannot be published in the newspaper.

IMPORTANT A contact info (logo desirable)
All the foreign text must be translated in russian
The value of goods and services shall be indicated in russian rubles or in rouble/foreign currency.

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CLASSIFIEDS Grayscale (black & white) Ads ONLY!
1 square: (49,6 mm × 56,5 mm) 30 words maximum (w/out photo), less words with 1 photo, accordingly
2 squares: (49,6 mm × 116,3 mm) 60 words maximum (w/out photo), less words with 2 photo, accordingly
4 squares: (103,2 mm × 116,3 mm) 120 words maximum

FILE TRANSFER CD-ROM, E-mail: reklama@vedomosti.ru (up to 5 Mb)

For more info please call 7(495) 232-3200/1750, ext: 1284 «VEDOMOSTI» ad design department

AD SIZES width x heigh (mm)

SUPEROVER

Spread (+5 mm bleed size) 584 x 420
1/1 Cover (+5 mm bleed size) 292 x 420
1-3 horizontal 265 x 123,5

Spread 554 x 388
1/1 265 x 388
1/2 265 x 187
Small page 157,3 x 282,2
2/5 vertical 103,5 x 363,3
1/3 vertical 265 x 123,5
9 squares 157,3 x 187
1/4 horizontal 265 x 91,7
6 squares vertical 103,5 x 187
6 squares horizontal 157,3 x 123,5
1/6 horizontal at the bottom 265 x 60
4 squares 103,5 x 123,5
1/12 horizontal banner at the top 265 x 28,2

Special placement on page 1:

ad at the bottom 265 x 79

Special placement on page 3, 5, 9, last page and on page Finance:

1/1 265 x 388
Small page 157,3 x 282,2
1/2 265 x 187
2/5 vertical 103,5 x 363,3
1/3 vertical 265 x 123,5
9 squares 157,3 x 187
1/4 horizontal 265 x 91,7
6 squares vertical 103,5 x 187
6 squares horizontal 157,3 x 123,5
1/12 horizontal banner at the top 265 x 28,2