

Conditions of acceptance of advertisement templates

DAILY NOVÝ ČAS

CONDITIONS OF ACCEPTANCE OF COMPLETED ADVERTISEMENT

1. **Final advertisement templates** are accepted only in **PDF** format, where are no further corrections will not to do.
2. It is recommended to create PDF via PostScript and Acrobat Distiller to version compatible with version 1.4. In case of using transparent objects and raster effects, it is necessary to set „High Resolution of transparency flattening“. **Exporting to PDF (using PDF Library) is not recommended!**
3. The sizes of advertisements have to respect accurate pricing formats in [mm]. All pricing formats are in page layout. **Do not set bleeds, crop marks, registration marks and no scales.**
4. Colouring has to be defined in CMYK (**maximum ink coverage: 240 %**) and the templates cannot contain any spot colours. Embedded ICC profile will be automatically removed. It is recommended to deliver proof that matches the sort of paper and printing technology.
5. Delivery of templates: e-mail.
6. When sending advertisement it is necessary to **mark them by the publication date.**

CONDITIONS FOR ACCEPTANCE OF TEMPLATES FOR ADVERTISEMENT PRODUCTION

1. Templates for advertisement production are accepted only in electronic form.
2. Templates have to be delivered only in adequate quality. Vector's objects (logos): EPS, PDF, AI. Bitmap objects (pictures, photographs) TIF, BMP, JPG with resolution of 300 dpi. Texts: DOC, RTF, TXT.
3. Delivery of templates: e-mail.
4. When sending these templates it is necessary to **mark them by the publication date.**

MAGAZINE NČ VÍKEND

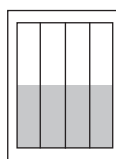
CONDITIONS OF ACCEPTANCE OF COMPLETED ADVERTISEMENT

1. **Final advertisement templates** are accepted only in **PDF** format, where are no further corrections will not to do.
2. It is recommended to create PDF via PostScript and Acrobat Distiller to version compatible with version 1.3 or 1.4. In case of using transparent objects and raster effects, it is necessary to set „High Resolution of transparency flattening“. **Exporting to PDF (using PDF Library) is not recommended!**
3. The sizes of advertisements have to respect accurate pricing formats in [mm]. In case of bleed formats, PDF has to always contain information about the net format (TRIM BOX) and crop marks. Do not set registration marks or other crosses and no scales. Bleed – min 5 mm. All items that have to be maintained and not cut have to be at least 5 mm (better 10 to 12 mm) away from the incision.
4. Colouring has to be defined in CMYK (**maximum ink coverage: 300 %**) and the templates cannot contain any spot colours. Embedded ICC profile will be automatically removed. It is recommended to deliver proof that matches the sort of paper and printing technology.
5. Delivery of templates: e-mail.
7. When sending advertisement it is necessary to **mark them by the publication date.**

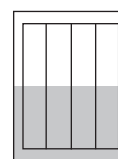
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* examples



typesetting format
(without bleed)



bleed format
(+5 mm bleed)

If these conditions are not met, the contractor of advertisement take full responsibility for any errors in the reproduction.

Advertisement delivery address:
inzercia@novycas.sk

Every exception from above mentioned conditions has to be discussed with the advertising production department on this address. Otherwise we do not guarantee text, graphical and coloured accuracy of advertisement.