

## Digital material for advertisements

### General

Remember to make reservation for your ad. You have to send proof and tell in what magazine and what issue you want your ad. If we don't receive colour proof, we can't take any responsibility of the quality of colours in printed ad.

### File format

Primary file format is PDF (Acrobat Distiller settings enclosed). **Always** make PDF via PostScript by Acrobat Distiller, not directly from any graphic program. Don't forget bleeds (3–5 mm) and crop marks (use printing paper size at least 20 mm wider and taller than document). **Converting any other format material to PDFs will cost extra (minimum charge 42 €).**

### Pictures, resolution, colours and compressing

Pictures and PDF files should have at least resolution of 300 dpi. All colours should be in **CMYK format**. Do not use OPI files or RGB, INDEX COLOUR or DUOTONE pictures or colours, remember to convert spot colours to process colours – logos too. Be careful with destructive compressing (for example JPEG). Remove all ICC profiles from pictures. **Making corrections to non-correct material will cost extra.**

### Fonts

Always include fonts into PDF or convert text to paths. Do not forget fonts used inside EPS files. Be careful with TrueType- and double-byte fonts, they might cause problems in printing house.

### File compressing

You can use Stuffit (Mac) or WinZip (PC).

### Address

You can send material via post or courier:

**Egmont Kustannus Oy Ab**  
**Advertisements / (name of the magazine)**  
**P.O. Box 317 / Polttimonkatu 4**  
**33101 / 33210 Tampere**  
**FINLAND**

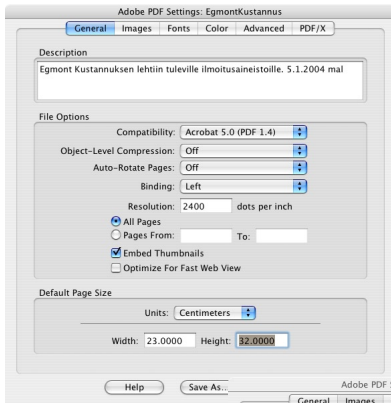
You can use CD-ROM or DVD.

Or digitally via e-mail: ads@egmontkustannus.fi

or via FTP: address: ftp.egmontkustannus.fi  
username: egmontilmo  
password: vierailija

### Anything to ask?

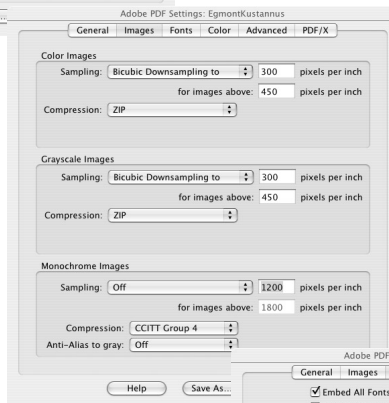
Mail ads@egmontkustannus.fi or call +358 201 332 222 / ad traffic



### Acrobat Distiller -settings for printing Settings > Job or Edit Adobe PDF Settings...

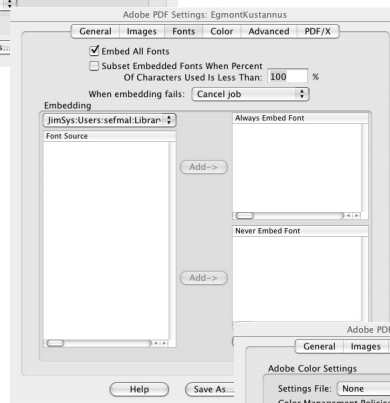
#### General

- Compatibility **Acrobat 5.0 (PDF 1.4)**
- Object-Level Compression **Off**
- Auto-Rotate Pages **Off**
- Binding **Left**
- Resolution **2400 dpi**
- Embed Thumbnails
- Optimize For Fast Web Wiew
- Default Page Size **23 x 32 cm**



#### Compression

- Color Images
- Bicubic Downsampling at 300 dpi**
- Compression **ZIP**
- Grayscale Images
- Bicubic Downsampling at 300 dpi**
- Compression **ZIP**
- Monochrome Images
- Sampling Off**
- Compression **CCITT Group 4**
- Anti-alias to gray **Off**

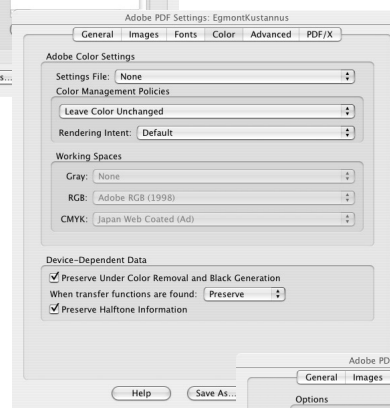


#### Fonts

- Color Bitmap Images
- Embed All Fonts
- Subset Embedded Fonts
- When Embedding Fails **Cancel Job**

#### Color

- Settings File **None**
- Color Management Politics
- Leave Color Unchanged**
- Rendering Intent **Default**
- Device-Dependent Data
- Preserve Under Color Removal and Black Generation When transfer functions are found
- Preserve**
- Preserve Halftone Information



#### Advanced

- Options
- Allow PostScript File To Override Job Options
- Allow PostScript XObjects
- Convert gradients to smooth shades
- Create Job Defenition Format (JDF) file
- Preserve Level 2 copypage Semantics
- Preserve Overprint Settings
  - Overprint default is nonzero overprinting
- Save Portable Job Ticket Inside PDF File
- Use Prologue.ps and Epilogue.ps
- Use Prologue.ps and Epilogue.ps
- Use Prologue.ps and Epilogue.ps
- Document Structuring Conventions (DSC)
- Process DSC

