



## PRINCIPLES OF ADVERTISEMENTS ACCEPTANCE IN THE PUBLISHING COMPANY POLSKAPRESSE

### I. The advertisements ready to be printed should be:

1. Prepared in a size corresponding to the modules of the relevant product.
2. Saved as TIFF or EPS, keeping:
  - The resolution 200 dpi
  - Color in CMYK color standards
  - Fonts converted into curves and embedded for all elements to be printed
  - The names of the files should not include any diacritic marks (national).
3. Delivery of advertisements
  - Address: ftp.polskatimes.pl,  
User: biuro\_reklamy, password: biuro!123
  - Technical information under the telephone number (employee, who serves the agencies/client)
  - Description of materials – it needs to include the date of publication and any additional information regarding the manner of publication.
  - Complaints for the advertisement publication, to which the print out or demonstrative file is not attached, will not be considered.
4. The ready material need to be accompanied with the text version: .txt, .doc or .rft file.
5. Font size in the advertisements:
  - Proportional font in one color not smaller than 6 pt
  - Monospaced font in one color not smaller than 8 pt
  - Proportional font in two or more color not smaller than 9 pt
  - Monospaced font not smaller than 11 pt
  - Bold font should be used in reverse  
Not smaller than 9 pt (proportional) and 11 pt (monospaced)
  - Black text in the color prints need to be composed of one component CMYK-Black  
The optimum black in the fonts bigger than 18 pt or big graphic elements over 0.5 square centimeter. – C - 60%, M - 30%, Y - 30%, B - 100%

**In case of fonts in reverse**, please do not use the light fonts – the best is bold font. It is safe not to use small letters or thin lines in reverse on multi-color background. **In case of one channel black color (K)**, if possible, we recommend using overprint function in case of vectored materials or layering multiply option in case of halftone and color traps. In connection with the often problems with the tonal transitions in the documents generated by Corel-Draw, the better is to convert such elements into bitmaps. The thin lines or other similar graphic elements (less than 0.8 pt) should be made in one color and using the proportional fonts.

The very often errors is to send the materials in black color, which is composed of the all CMYK colors (it results from the simple conversion of RGB into CMYK).

6. The maximum halftone point 85% (CMYK) and 90% in the one-color print (in case of black 90%K 40%C)
7. Maximum sum of CMYK compounds (Total Ink Limit) for the newsprint cannot exceed 220%.
8. The advertisements exceeding 20 MB should be zipped into the .RAR or .ZIP files. Maximum size of the file – 50 MB.

### II. Materials to be prepared in AR should meet the following conditions:

1. Text to be written – legible manuscript or print, txt files saved as .txt.
2. Original graphic elements. Black and white photographs on the photographic paper to A4 format. The photographs sent by e-mail in the resolution at least 265 dpi, EPS or TIFF format. Graphic signs – (LOGO, map, plan, layout etc.) – in vector format.
3. Sketch – sample if the client has a specific requirements
4. We do not accept:
  - Halftone photos, reproduced, copied
  - Photos with the poor resolution (e.g. from the Internet)
  - Pictures sent by fax
  - Works prepared in the following programs:  
WORD, EXCEL, POWER POINT.

### The materials delivered to the graphic should be named in the following manner:

CLIENT'S NAME\_FORMAT\_DATE OF FRIST PUBLICATION

**The Client needs to confirm by e-mail of the materials are available on the FTP server (contract with the persons accepting the order). It is required to give the detail access path to the materials placed in FTP.**

Sending the advertising materials is deemed as the statement of the Client on holding the copyrights to the sent materials in the meaning of the Act of 4th February 1994 on the Copyrights and Neighboring Rights. We would like to remind that the copyrights to the graphic development of the advertisement are attributable to the publisher and every use of such development requires its consent. The consultants provide the detailed information on the terms and possibility of the publication.

**In case the delivered materials do not meet the above technical requirements, the complaints referred to the quality of print will not be considered.**