GENERAL TERMS AND CONDITIONS
of publishing advertisements in publications of Agora S.A.

GAZETA **wyborcza**

TECHNICAL REQUIREMENTS FOR PUBLISHING BLOCK ADVERTISEMENTS IN TITLES PRINTED WITH THE COLD-SET TECHNOLOGY

1. Please supply Advertisements as (digital) files:

a) FTP SERVER (Server address: **ftp.agora.pl**)

Please **log in** as „anonymous" user. When using a separate FTP client (e.g. the client built into Total Commander) use **any e-mail address as password.** Please use passive transfer mode. After logging in you will see the contents of the FTP server. Open the appropriate city folder (e.g. WROCŁAW or WARSZAWA), and then:

- In the case of Warsaw open REKLAMA (advertisement) and then, depending on the instructions of the sales representative, open AGENCJE (agencies) or OGŁOSZENIA (advertisements), and upload your image file there;
- For other branches upload your file into OGLOSZ.

NOTE: our FTP server accepts only short file names in the old DOS format, i.e. maximum 8-character file names consisting only of English alphabet characters and/or digits, full stop, a 3-character file extension corresponding to the file type. If the file upload to the server fails, please check the file's name first. In any case, **we recommend** compressing the file before uploading it (ZIP, RAR, ARJ, SIT, 7-ZIP) and using the „binary" transfer mode (provided that your FTP client allows it).

b) E-MAIL or WETRANSFER

After making arrangements with the sales representative.

2. File format:

a) PDF (PORTABLE DOCUMENT FORMAT)
- recommended PDF version 1.4-1.6 (Acrobat 5-7),
- predefined „print" style (print quality),
- resolution of source files included in the PDF file must be 300 DPI, without colour profiles attached,
- art elements must be in the CMYK colour space only,
- allowed Total Ink Limit or Total Area Coverage: 225%
- composite files,
- the files must be prepared in the 1:1 scale and portrait orientation.

b) EPS (ENCAPSULATED POSTSRIPT)
- all text in the EPS files must be visibly converted into curves.
- embedded bitmaps must have the following resolution: 180 DPI colour and greyscale, 400 dpi black-and-white art.
- if the materials' resolution is greater by more than 150% of the size required, then during the technological process it will be automatically scaled down to: 240 DPI colour and greyscale, 600 dpi black-and-white art.

c) TIFF (TAGGED IMAGE FILE)
- the files uploaded must be flattened (they must not contain layers) and prepared in the CMYK colour space,
- required resolution: 300 DPI,
- files prepared in other colour spaces, such as RGB or Lab, will be automatically converted to the CMYK colour space,
- allowed Total Ink Limit or Total Area Coverage: 225%.

3. Advertisement size:

- The physical size of the Advertisement image in the file must correspond (with 2% tolerance) to the size of the advertising space ordered.

NOTE: In the case of Classified Ads the file size must not exceed 120-150 kB per 1 line of the Advertisement. One line of a Classified Ad is 2.4 mm high and 34 mm wide (in the case of 1 column ads), 70 mm wide (in the case of 2 column ads), or 105 mm wide (in the case of 3 column ads). This file size restriction applies to both black-and-white and colour Classified Ads.

4. Colour advertisements:

MAXIMUM TOTAL OF CMYK COMPONENTS (Total Ink Limit or Total Area Coverage) – **225%.**

This also applies to the raster fragments of vector Advertisements. Art with Total Area Coverage and Total Ink Limit exceeding 225% will be rejected during the preflight process. We recommend using ICC colour profiles for generating colour separation. The profiles can be downloaded here: **link**.

5. Text:

MINIMUM FONT SIZE:

a) MONOCHROMATIC (1 CMYK colour)
- Uniform character line width fonts: **6 points**
- Non-uniform character line width fonts: **8 points**

b) COLOUR OR REVERSE TEXT
- Uniform character line width fonts: **9 points**
- Non-uniform character line width fonts: **11 points**

NOTE: for reverse text use bold fonts of no less than 12 points.

6. Lines:

- minimum line thickness: **2 points**

7. CMYK colours:

IF OTHER COLOURS ARE USED (RGB, PANTONE), they will be converted into CMYK.
WE RECOMMEND using as few CMYK colours as possible in small art elements or text.
IN PARTICULAR, small black art and black text should consist solely of 100% black without the addition of any other colours.

NOTE: during typesetting and printing black is always featured as overprint. This also pertains to those Advertisements in which the trapping parameters have been set otherwise. When designing an Advertisement please allow for the resulting limitations to superimposition of colours (e.g. the uniform colour background showing from under black overprint). This applies in particular to vector Advertisements.

8. Printing standards:

a) Colour offset
When setting type please avoid text made of small type size and several colours. During colour printing with maximum 4+4 web print coverage the registration tolerance is up to 0.5 mm. Please use trapping to avoid the substrate showing through in case of misregistration and the text being blurry and illegible.

b) Dot gain
The dot gain in mid tones is up to 30%. During the printing process the size of the ink dots increases, and is the greatest in the case of screens with 40-60% surface coverage. Especially large dot gains occur for black and cyan, so please avoid using large amounts of these colours when designing details in dark parts of the image.

c) Optical density
If colourbars are used, the allowable optical density difference between uniform colour backgrounds on a printout can be up to $t = 0.3$ D.
An ink's optical density D determines the quantity of ink transferred to paper. The more ink transferred, the greater the optical density.

9. Verification:

WE DO NOT REJECT ADVERTISEMENTS FOR:

- Using the overprint option for text and art elements,
- Composing black art elements or text from CMYK colours,
- Failing to adapt the dynamic range of halftones included in the Advertisement to the range possible to be printed correctly,
- Too small art elements, too thin lines, or too small type size.

GENERAL TERMS AND CONDITIONS
of publishing advertisements in publications of Agora S.A.

GAZETA
wyborcza

Colour profiles for technical standards:

CLICK THE PROFILE NAME TO DOWNLOAD IT		
Heat-set	**Cover**	**Inside**
Wyborcza TV	SC_paper_eci.icc	SC_paper_eci.icc
Książki. Magazyn do czytania	ISO_Coated_v2_eci	WAN-IFRAnewspaper26v5.icc
Wysokie Obcasy	PSO_LWC_Standard_eci_icc	PSO_LWC_Standard_eci_icc
Wysokie Obcasy Extra	ISOcoated_v2_300_eci	ISOcoated_v2_300_eci
CLICK THE PROFILE NAME TO DOWNLOAD IT		
Cold-set	**Cover**	**Inside**
Gazeta Wyborcza	WAN-IFRAnewspaper26v5.icc	
Strony Lokalne Gazety Wyborczej	WAN-IFRAnewspaper26v5.icc	
Mój Biznes. Ludzie – praca – innowacje	WAN-IFRAnewspaper26v5.icc	
Ale Historia	WAN-IFRAnewspaper26v5.icc	
Duży Format	WAN-IFRAnewspaper26v5.icc	
Co Jest Grane 24	WAN-IFRAnewspaper26v5.icc	