

TECHNICAL REQUIREMENTS FOR PUBLISHING BLOCK ADVERTISEMENTS IN TITLES PRINTED WITH THE HEAT-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 to the server (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,
- composite files,
- the files must be prepared in the 1:1 scale and portrait orientation,
- a separate file must be generated for each page; in the case of spreads separate files must be created for the left and right pages,
- files must be generated with cutting line markers, register marks, and 5 mm bleeds.

b) EPS (ENCAPSULATED POSTSCRIPT)

- all text in the EPS files must be visibly converted into curves.
- embedded bitmaps must have the following resolution: 300 DPI colour, 300 DPI greyscale, 600 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: 300 DPI colour, 300 DPI greyscale, 600 dpi black-and-white art.
- in the case of Advertisements „with bleed” in the EPS format it is necessary to include a preview in the file (a preview TIFF PC with medium resolution).

c) TIFF (TAGGED IMAGE FILE)

- the files uploaded must be flattened (they must not contain layers), in gross format (with bleeds), 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: 300%.

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.
- Advertisements „with bleed” must have the size corresponding to the page size of the given publication +5 mm of bleed on each side. The Advertisement design should allow for moving the cutting line by 5 mm (important art elements or text should be placed at least 8 mm away from the external edges of the Advertisement and 8 mm away from the spine). In case of doubts concerning the dimensions and layout of art elements, please contact a sales representative.

NOTE: In the case of Advertisements „with bleed” in the EPS format it is necessary to include a preview in the file (a preview TIFF PC with medium resolution). In the case of spreads please supply a separate file for each page.

4. Colour advertisements:

MAXIMUM TOTAL OF CMYK COMPONENTS (Total Ink Limit or Total Area Coverage) – **300 %**.

This also applies to the raster fragments of vector Advertisements. Art with Total Area Coverage and Total Ink Limit exceeding 300% 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: **7 points**

b) COLOUR OR REVERSE TEXT

- Uniform character line width fonts: **8 points**
- Non-uniform character line width fonts: **10 points**

6. Lines:

MINIMUM THICKNESS

- **0.2 points** for one colour,
- **0.75 point** for lines in reverse print or in colour.

7. Black:

IN ORDER TO OBTAIN A DEEPER BLACK

in the uniform colour backgrounds the black can be generated from 4 colours; recommended configuration:

C 60 M 60 Y 60 K 100 – for coated paper

C 50 M 40 Y 40 K 100 – for uncoated paper

8. 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.

SMALL BLACK TEXT on bright background should be made with overprint.

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,
- Too small art elements, too thin lines, or too small type size.

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