

# MATERIAL GUIDE

## MATERIAL FORMAT

Printable PDF where

- all the pictures and graphics are in CMYK-process colors, preferably converted to ISOcoated\_v2\_bas.ICC-profile
  - No RGB-format pictures
  - No spotcolors
- picture resolution 300dpi

## OTHER FILEFORMATS

- Printable picture files (TIFF or JPG) in CMYK-process colors (JPG compressed with best quality)
  - Picture resolution 300dpi
  - No RGB-format pictures
  - No spot colors

## CONSIDERATIONS

- Bleeds\* must be added to everything else except 1/4 and 1/8 page size material
- On the upper part of the back page material must be left 27 mm white space for address information
- When sending material, please mention in the message the name of the advertiser, the name of the magazine and the issue number of the magazine
- Please notice the adhesive binding for dispositioning the text and pictures near the centerfold of the magazine

\*Bleeds must be added to the material so that the advertisement can be printed to the edges of the page.

Therefore the picture and color surface of the advertisement needs to proceed 4mm over the edges of the page.

Without the bleed the material will be scaled to a smaller size and there will be white frames around the advertisement.

## AD SIZES

2/1 p. 460 x 297 mm (+4 mm bleed and crop marks)

1/1 p. 230 x 297 mm (+4 mm bleed and crop marks)

1/2 p. horizontal 230 x 146 mm (+4 mm bleed and crop marks)

1/2 p. vertical 112 x 297 mm (+4 mm bleed and crop marks)

1/3 p. 75 x 297 mm (+4 mm bleed and crop marks)

1/4 p. 93 x 130 mm

1/8 p. 93 x 62 mm

## DELIVERING THE MATERIAL

ilmoitukset@aromilehti.fi or ilmoitukset@eventolehti.fi

Label the delivery of the material the name of the advertiser, the name of the magazine and the issue number of the magazine.

**aromi evento shaker** **AVECMEDIA.FI**

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