

# ВЕДОМОСТИ

## ТЕХНИЧЕСКИЕ ТРЕБОВАНИЯ «ВЕДОМОСТИ» Color TECHNICAL SPECIFICATIONS

FILE FORMATS Adobe Photoshop (tiff), Adobe Illustrator CS6 (eps).

**SPECIFICATIONS** ALL FONTS MUST BE TRANSFERRED IN CURVES  
All ads must have a border of the corresponding size  
All adverts should have note «РЕКЛАМА» (Advertising)  
All files - logos, pictures - used must be applied in the same folder  
Embedded illustrations must be supplied separately.  
Please provide a preview file.  
Photoshop eps files must have only 1 clipping path  
It is recommended to avoid using fonts smaller than 12 pt in TIFF format pictures.  
Please avoid using knock-out for text smaller than 8 pt  
Black text on white background (100% Black) should not be less than 8 pt.  
Process color text must be not less than 12 pt, font line width not less than 0.5 mm  
Inverted text on process color background must be semi bold, non-contrast,  
at least 10 pt font, line width not less than 0.3 mm  
Pictures resolution: CMYK - 300 dpi, LineArt - 600-1200 dpi  
The size of the QR code must be at least 20x20 mm (black), 25x25 mm (color)

**IMPORTANT** All the foreign text must be translated in Russian  
The value of goods and services shall be indicated in Russian rubles or in foreign currency/rouble

COLOR SETTINGS TOTAL INK 220% (Black 90%), Screening 100 lpi, Dot gain 20%

**TEXT ADVERTS** FONTS: Pragmatica, Helvetica only, not less than 8 pt.  
The number of columns should be reduced to a minimum, a column width not less than 60 mm.  
The text ad should be bounded with 1 pt wide frame.  
All text adverts should have note «НА ПИРАВАХ РЕКЛАМЫ» (on the rights of advertising) in the upper corner, horizontally  
There should be no author's name or lead in the advertising articles.  
The advertising article cannot be made up as an interview.  
The text which conflicts with law of Russian Federation or Vedomosti Ad Policy cannot be published in the newspaper.

**IMPORTANT** A contact info is required (logo desirable)  
All the foreign text must be translated in Russian  
The value of goods and services shall be indicated in russian rubles or in rouble/foreign currency.

**CLASSIFIEDS** 1 square: (48,2 mm × 56 mm) 30 words maximum (w/out photo), less words with 1 photo, accordingly  
2 squares: (48,2 mm × 114,8 mm) 60 words maximum (w/out photo), less words with 2 photo, accordingly  
4 squares: (100,4 mm × 114,8 mm) 120 words maximum.

FILE TRANSFER E-mail: reklama@vedomosti.ru (up to 5 Mb), <http://filex.vedomosti.ru/en/upload>

For more info please call +7 (495) 956 3458, ext: 2297 «VEDOMOSTI» ad design department

### AD SIZES width x height (mm)

Spread .....	538 x 388
1/1 .....	257 x 388
1/2 .....	257 x 194
Small page .....	152,6 x 282
4/5 vertical .....	205 x 360
2/5 vertical .....	100,4 x 360
1/3 horizontal .....	257 x 129,4
9 squares .....	152,6 x 194
1/4 horizontal .....	257 x 97
6 squares vertical .....	100,4 x 174,2
6 squares horizontal .....	152,6 x 129,4
4 squares .....	100,4 x 123,5
1/6 horizontal at the bottom .....	257 x 64,7
1/12 horizontal .....	257 x 32,3

#### Special placement on the front page & on the back page

Top horizontal banner .....	257 x 31,7
Side banner .....	48,2 x 91,7
Ad at the bottom .....	257 x 79

#### SUPERCOVER

1/1 Cover (+5 mm bleed size) .....	292 x 355
Spread (+5 mm bleed size) .....	584 x 420
1/1 Back page (+5 mm bleed size) .....	292 x 420