

PRE-PRESS TECHNICAL REQUIREMENTS FOR ADVERTISEMENTS

1. All layouts must be submitted in electronical format upon following requirements:

1.1. If the layout to submit is less than 10 Mb in a file size, it can be sent to the following e-mail address: liga@santa.lv

1.2. If the layout to submit is more than 10 Mb in a file size, this is obligatory to upload it to the following FTP server using parametres given below:

ftp://ftp.santa.lv
username: reklama
password: spAxat2e8

1.3. If layout is uploaded on ftp, this is obligatory to send accompanying e-mail to liga@santa.lv with the following information to inform Publishing house SANTA, that the layout is uploaded:

- a) layout file name uploaded on ftp://ftp.santa.lv
- b) preview file in .PDF format must be attached to this e-mail letter
- c) magazine & issue number given & when it is meant to be published

If the procedure above is not done, your upload won't be taken into consideration and your misstep would cause production problems.

2. All fonts must be converted into outlines, eventually, there must NOT be fonts left into the layout submitted. If this important matter is not taken into consideration, Publishing house SANTA is not liable for pre-press quality of given layout.

3. If this is a full page layout 1/1 or spread 2/1, all important objects into the layout must not be placed closer than 1 cm (10 mm) to the trim (layout edge).

NOTICE: Please make sure you keep your text 1cm (10 mm) millimetres from the edge of your artwork. For the spread 2/1 please consider middle line of the layout, thus don't place any important objects crossing spread's vertical middle line.

4. All files submitted for printing MUST NOT contain any technical markings: crop marks, colour identification, registration marks.

5. For the full page layout 1/1 or spread 2/1 BLEEDS (+ 5 mm to all sides) must be added. There are no bleeds for layouts smaller than full page advertisement (1/1).

6. Publishing house SANTA holds the rights to add frame to the layout smaller than a full page advertisement (1/1 page)

7. If the layout consists of large background in BLACK (K-100%), this is advisable to use C-50%, K-100% instead of K 100%

8. Overprint is used only, and exclusively only for BLACK 100%. There must no be overprint placed under any other colour apart black K 100%

9. Layout platforms acceptable:

- Adobe PhotoShop TIFF or EPS
- Adobe Illustrator EPS, Adobe Illustrator version NO HIGHER than CS2
- PDF with Pre Press settings 1.3 or 1.4

NO FONTS LEFT, NO CROP MARKS added, NO ANY OTHER TECHNICAL MARKING INCLUDED INTO THE FILE. If this is full page 1/1 advertisement, please consider 5 mm bleed, eventually add 5 mm bleed to each side of your artwork.

10. Images used in layout must be prepared the following:

10.1. All images in CMYK or Grayscale, resolution 300 pxl/inch.

10.2. For images done in .TIFF – file platform Machintosh byte order must be used. No LZW file compression used.

10.3. For images done in .EPS – file platform Machintosh 8 bits/pixel byte order must be used. No Halftone Screen and Transfer Function used, no DCS (Desktop Color Separation) used.

10.4. For images done, there must not be additional Channels (for example, Alpha channel etc.) or Paths used.

11. Requirements for layouts done in Adobe Illustrator:

11.1. Layout done in .EPS file format

11.2. All fonts must be converted into outlines. After converting fonts into outlines, please make sure, you have converted all fonts into outlines. The font size must be no smaller than 7 points.

11.3. All images placed (embedded) into the file must be in CMYK or Grayscale, 300 pxl/inch

11.4. Preview format Macintosh (8-bit color) must be checked in under "EXPORT options" (FILE > SAVE AS > SAVES AS EPS > EPS options > PREVIEW FORMAT)

12. Requirements for layouts done in Adobe PhotoShop:

12.1. Layout must be done only in .TIFF or .EPS

No LZW file compression used for .TIFF files.

For .EPS files no Halftone Screen or Transfer Function used, no DCS (Desktop Color Separation) used.

12.2. All layouts in CMYK or GRAYSCALE COLOUR MODE only.

12.3. All images in 300 pxl/inch (or 300 dpi – dots per inch). If you use Bitmap image file format, resolution must NOT be lesser than 600 pxl/inch (600 dpi – dots per inch)

12.4. Image must not contain any other complimentary CHANNELS, no ALPHA CHANNELS, no PATHS used.

12.5. If the layout is mastered up in Adobe PhotoShop, this is obligatory to convert text into outlines (Type > Rasterize Type)

12.6. Layout measurements must be precise, accordingly to the layout size ordered.

12.7. This is not advisable to master up layout in Adobe PhotoShop, if the layout consists of tiny objects, like a small texts, thin lines and etc.

12.8. For the tiny textual objects only 100% BLACK (0:0:0:100) must be used, eventually, tiny textual objects must not be set in, so called, rich black (must not consist of more than one colour than black K-100%).

13. This is advisable to take into consideration all the paragraphs mentioned above. If the one of them are not taken into consideration, or the above mentioned requirements are executed nonprofessional way, thus, in this matter of fact, Publishing house SANTA is not liable for output quality or any production misleading.

Don't hesitate to ask any questions arisen via phone + 371 67006146 or through e-mail: liga@santa.lv