

## BURDA PRAHA

Luxembourg Plaza, Přemyslovská 2845/43, 130 00 Praha 3; Tel.: +420 221 589 355, Fax: +420 221 589 331

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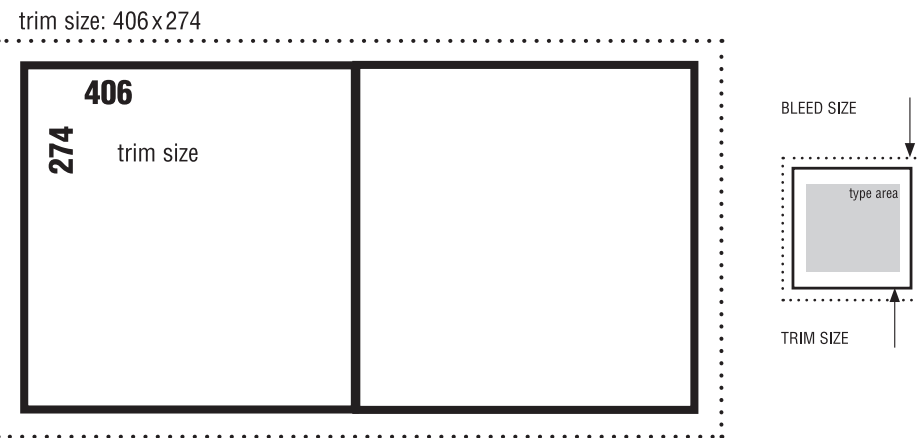
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### DIGITAL DATA RECEPTION FOR ADVERTISEMENT PURPOSES

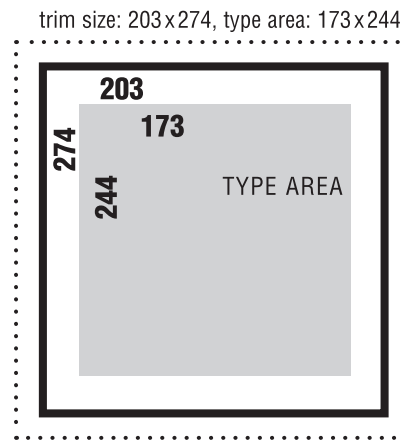
### ADVERTISEMENT DATA ARE ACCEPTED IN THE ELECTRONIC FORM ONLY AND MUST COMPLY TO THE FOLLOWING SPECIFICATIONS

#### DOUBLE PAGE

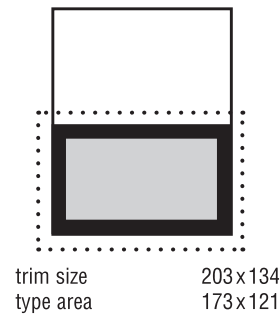
Data for double page must be delivered as single pages.



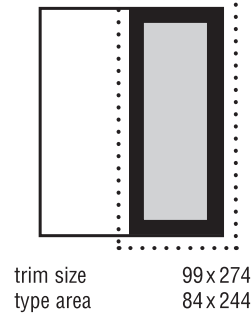
#### SINGLE PAGE



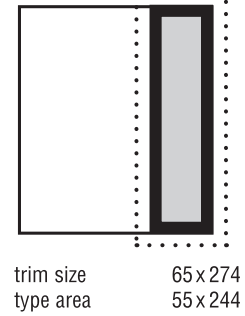
#### HALF-PAGE (WIDTH)



#### HALF-PAGE (HEIGHT)



#### 1/3 PAGE (HEIGHT)



#### 1/ PROOF-SHEETS

A certificated digital proof-sheet in accordance with ISO 12647-2 (ISO Coated v. 2) standard, specifically - for covers with FOGRA 39 (ISO coated\_v2\_eci) Mediawedge V3.0a and for inside pages with FOGRA 45 (PSO\_LWC\_Improved\_eci) Mediawedge V3.0a, must be supplied together with the data as a binding color sample. Should the previously mentioned proof-sheet not be supplied, the client's entitlement to claim refund due to discrepancy in quality of print or variation in color will expire immediately.

#### 2/ RECEPTION OF DATA

##### Data delivery

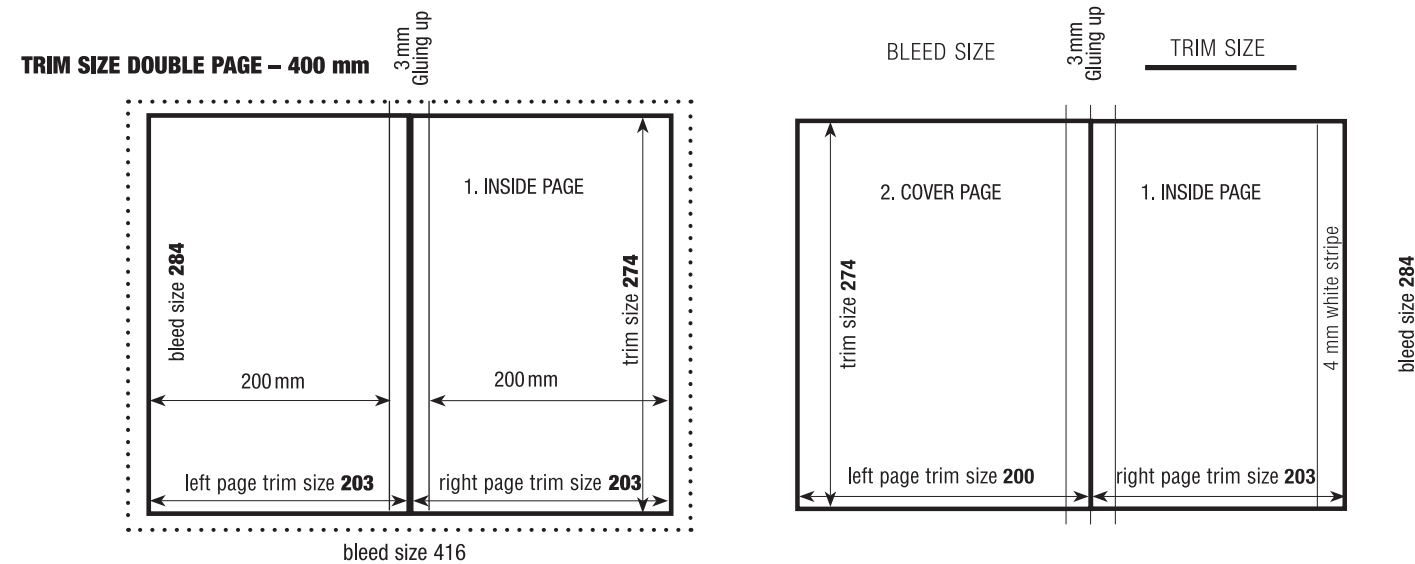
By e-mail to [inzeraty@burda.cz](mailto:inzeraty@burda.cz) (please specify magazine name, issue, issue date and client name in the subject) or on CD. Please send the proof-sheet to *BURDA Praha, Luxembourg Plaza, Přemyslovská 2845/43, 130 00 Praha 3, Ad Coordination Dept.*

#### 3/ TECHNICAL SPECIFICATION OF DELIVERED DATA

- A composite print-ready PDF must be in version 1.5 or 1.6, particularly if the document is produced using InDesign 3 or 4 or if effects and transparency features are used.
- The PDF document must not contain any of the following: primary colors; RGB, LAB or ICC profiles, OPI, negative text smaller than 9pt.; or hairlines and text smaller than 5pt. Hairline width in the document will be automatically converted to 0.3pt and primary colors will be converted into the CMYK color mode without further notice.
- We only accept data produced using Adobe Distiller, InDesign 3 or 4 or a special standardized software intended for the production of print-ready PDFs
- We recommend to convert all texts into curves. If texts are not converted into curves, all fonts must be correctly embedded into the PDF.
- An advertisement must occupy only one page, have a proper size, be centered, and contain crop marks and 5 mm bleeds along all sides (with the exception of data delivered for special V-gate or Z-gate advertisement pages, to which special specifications apply). MediaBox must be 20 mm larger than a TrimBox PDF.
- Any objects which are not located in the bleed area must be placed at least 6 mm from the net format of the advertisement (a security zone – due to magazine binding and crop technical tolerance of +/- 2 mm).
- Files with resolution of less than 300 dpi are regarded as previews and will be returned.
- An advertisement smaller than single page, delivered like type area, must be prepared without bleed.
- No CoreDraw data are accepted!
- In the event that the publisher requires an adjustment of supplied advertising data, the client is obliged to provide the requested data without billing of any additional costs which may be incurred by the client.
- On the double page advertisement we recommend adjusting the graphic design of the object overlapping the spine in a way preventing optical deformation of the image (this does not apply to the first double page advertisement with the default 3 mm off-setting).

#### 1<sup>st</sup> DOUBLE PAGE (second cover page + first inner page)

#### DOUBLE PAGE AFTER THE COVER WITH FLAP TURN OUTSIDE



**FOR THE 1<sup>ST</sup> DOUBLE PAGE ADVERTISING IT IS ALWAYS NECESSARY TO PROVIDE DATA FOR BOTH SPECIFIED SIZES SEPARATELY. MATERIALS MUST BE PREPARED WITH 3 MM INDENTATION FROM THE SPINE, WHICH WILL BE GLUED AT THE SPINE. THE 3 MM INDENTATION SERVES ALSO AS A TIE-LINE FOR POSSIBLE DOUBLE PAGE.**

**DOCUMENT MUST HAVE 5 MM OVERPRINT MARGINS ON ALL SIDES = FORMAT FOR OVERPRINT (BLEED)**  
All measures are in millimeters