

The Moscow Times

TECHNICAL SPECIFICATIONS FOR COLOR ADVERTISING MATERIALS

GENERAL

- All ads must have a frame according to the specified dimensions.
- The ad must be clearly marked as an “advertisement.”

IMPORTANT:

**We DO NOT accept the following formats:
COREL DRAW, MS WORD, POWERPOINT, ADOBE PAGEMAKER, PDF!
We also DO NOT accept ready ads on film**

FILES: (READY ADS, LOGOS, IMAGES)

Versions: **QuarkXpress 4.1** (MAC), (fonts + images),
PhotoShop (PC or MAC) **.TIFF, .EPS** –
resolution 300 dpi, colour CMYK (total ink<300%),
Adobe Illustrator 8.0 (PC or MAC) – all text must be **in curves!**

DESIGN AND LAYOUT

1. All type and salient features are to be at least 5 mm from the trimmed edges.
2. If a given column has illustrations or tint area stretching to the trim line, i.e. illustrations of the dimension of the trimmed column, then they should have a minimum margin of 5 mm from the trimmed edge. There should not be any frames around image areas stretching to the trim line.
3. Thin lines and box rules as well as small and medium size type should be in one color. Small type below 8 points should be avoided for reverse lettering.
4. All pictures should have resolution **300 dpi** and **100% scale**.
5. Maximum total ink volume should be **no more than 300%**.
6. Color correspondence guaranteed only with client provided color proof.

ENGLISH TEXTS

If you are unsure of how to translate or write a text in English, we offer the services of our copy editors. Texts may be sent to fax: 232-9284 or e-mail: 1@imedia.ru.

MEDIA FOR FILE TRANSFER

CD, e-mail: 1@imedia.ru or ftp://mt-clients:upload@ftp.imedia.ru/

Material can be delivered to the following address:

Ad Design Department, 3 Polkovaya Ul., Bldg. 1, 2 floor, rooms 203-204,
Moscow, 127018, Russia

Tel: (7495) 232-4774 Fax: (7495) 232-9284