

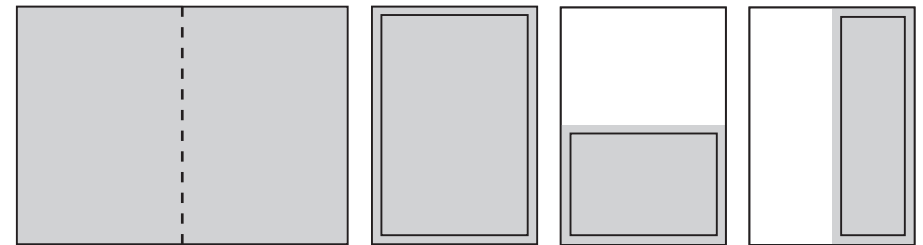
# SIZE OF ADVERTISEMENT



## Technical Specification

- In electronic format for PCs on the following media: CD, DVD or via email (up to 10MB).
- In the following applications: Adobe Photoshop, Illustrator, Indesign. Advertisements should be supplied in the following formats: PDF, EPS, JPG, TIFF, AI.
- Colour regime: CMYK, image resolution 300 dpi. To ensure accurate colouring, imprint according to the ISO 12647-2: 2004 standard and colour profile ISO coated/FOGRA27.
- Cropped advertisements require a 5mm bleed. Please take into account the space on the side of the spine (adapt the whole concept of an advertisement to this – for example, do not set the text too close to the edge, etc.).
- Black font smaller than 6 points must not include any other colour than black (C0 M0 Y0 K100).
- Print: cover – flat offset, inside – flat offset
- Parameters: 2400 dpi, 175 lpi, standard screen angle

## Advertisement Data

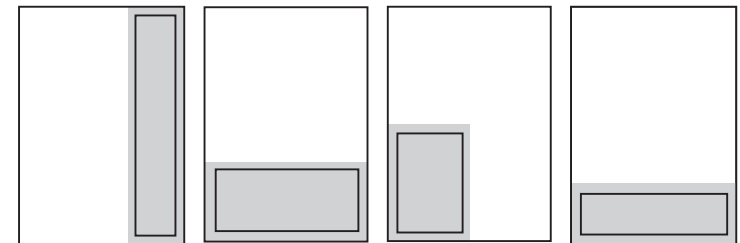


**2/1**  
Spread (crop)  
Material for a spread  
must be provided  
as two single pages

**1/1**  
Mirror  
173 x 232 mm  
Crop  
203 x 267 mm

**1/2  
horizontal**  
Mirror  
173 x 113 mm  
Crop  
203 x 133 mm

**1/2  
vertical**  
Mirror  
84 x 232 mm  
Crop  
98 x 267 mm



**1/3  
vertical**  
Mirror  
55 x 232 mm  
Crop  
69 x 267 mm

**1/3  
horizontal**  
Mirror  
173 x 72 mm  
Crop  
203 x 92 mm

**1/4  
vertical**  
Mirror  
84 x 113 mm  
Crop  
98 x 133 mm

**1/4  
footer**  
Mirror  
173 x 55 mm  
Crop  
203 x 72 mm