

TECHNICAL REQUIREMENTS

ATTENTION!

 **All layouts are necessary to be given electronically.**

The listing signed by a client (100%) must be attached to the slow format layout. The listing must also contain the number of issue, size of layout and the date of signing. The signed color test may be added to the electronic version of the layout which format is 1/1 page.

Requirements to a color-proof of the layout.

The priority decision is the statement of the color tests deduced in Joint-Stock Company "OVA-PREPRESS". www.ovapps.ru

Both digital and analogues color test produced with the help of given files and responding for characteristics given below are allowed:

1/ the digital color test is deduced with the help of Rendering Intent, RI Absolute Colorimetric to imitate an edition paper and the analogue color test should be carried out with the RI Relative Colorimetric on the base which is corresponding to the adequate edition paper in accordance with brightness and tint;

2/ the color scale Ugra/FOGRA-Medienkeil CMYK V 2.0 (46 patches) with CMS included is displayed on the color test;

3/ the OK-sticker confirming that the color scale has been measured and deviations are in the tolerance of the digital color test standard ISO 12647-7 (delta E primary colors, average delta E for all patches, maximum and average tone deviation delta H (Hue difference), maximum tone value difference, delta T) has been glued on the color test;

4/ the color test contains full text information rip to be exact: the title of the printing machine, the name of the color proof paper, the date and the title of the profile of the linearization of the printing machine, the date and the profile of the imitated printing process, the used algorithm of color transformation (absolute Colorimetric for digital and Relative Colorimetric for analogous tests).

It is obligatory to use **ISOcoated_v2_eci.icc** (fogra39) for COVERS and **PSO_LWC_Improved_eci.icc** (fogra45) for PAGES, the profile can be downloaded here: www.eci.org. The brightness of color proof paper should be not lower L=95. Do not use algorithms of color transformation (Saturation and Perceptual) during the process of digital color test manufacturing. Do not use RI Relative Colorimetric during the process of digital color test manufacturing.

The analogous color images DuPont Chromalin, Imation Matchprint, AgfaDryproof, deduced without using of CMS, aren't a color test, they don't respond to the modern standards and aren't admitted because of their identical color reproduction on a print is impossible and the authentic colorimetric description excludes.

The color listings not responding to the requirements fully or in a part are not a color test.

REQUIREMENTS TO THE ELECTRONIC VERSIONS OF LAYOUTS.

Company's FTP-server is available to use.

The listing signed by a client must be attached to the file. Electronic and paper layouts must be the same.

The color model for all elements of a layout is only CMYK (except stipulated special project with additional spot colors).

FILES OF IMPOSITION ADOBE INDESIGN CS6 AND CC ARE ACCEPTED ONLY.

 **The eps-files exported from QuarkXPress and embedded in AdobeInDesign are not accepted. It is necessary to "print" the layouts created in QuarkXPress in file PDF of version 1.3 of standard PDF/X-1a:2001 or PDF/X-1a:2003 including all fonts.**

FILE PARAMETERS USED IN LAYOUTS INDESIGN

(Logos, vector images, bitmap backgrounds and images):

 **Raster images are necessary for preparing in program Adobe Photoshop CS5/6 in the form of a TIFF-file or EPS (binary) with the definitive permission not less than 300 dpi in 100 % the size without using of compressions and superfluous alpha-channel. Mask and path keep in the form of the closed way (path). PATH should have the Latin name.**

 **It is not recommended to do a contour for raster images in Adobe Illustator, do it in Adobe Photoshop only.**

 **The vector drawing is necessary for preparing in program Adobe Illustator 8-CS5/6 in the form of an EPS-file with the fonts translated in curves. Keep EPS in that version Adobe Illustator which you use.**

 **All fonts should be converted to curves. Use only OpenType fonts. Avoid to use the font effects and the contours made with the help of a program of imposition.**

 **Given materials should not imitate a style of editorial articles. Text advertising (i.e. the image occupies less than 1/3 areas of a layout) should have a colour substrate, the fonts which are distinct from editorial and an inscription «As advertising», proportional to a size of the text of a layout, in the right top corner.**



Arrangement of elements

Any significant elements of a layout should be settled down **not closer than 6 mm to an edging format and not closer than 12 mm from a back line** are not closer. Dies, headings and the images broken by a back, can't coincide at a folding. It is recommended do not put significant elements in the field of a back. The layouts sized as double page spread between inside front cover and first page have to be moved considering the width of attachment **the left page to 5 mm and the right page to 4 mm from the gutter-line**. For the second and the third double spreads the pages have to be moved up to **4 mm** to the left and right from the gutter-line. **All spread pages have to be imposed and presented in one file.**

Black color elements

Black **0:0:0:100** color elements are always deduced **overprint**. To set the attribute **knockout** - use "compounding" **1:1:1:100 or 0:0:0:99** for small elements, **«deep black» 60:40:40:100** – for large box elements.

📎 **Maximum of the total paints for superblack dies is 60:40:40:100.**

📎 **Black dies black only - 0:0:0:100 are undesirable.**

Trapping

Trapping it is carried out by us in PDF for printing house. We recommend do not use trapping during the creation of the digital layout. Claims upon the overprints worked off by printing house are not accepted.

Color separation

ISOcoated_v2_300_eci.icc (fogra39) for COVERS, **PSO_LWC_Improved_eci.icc** (fogra45) for PAGES (www.eci.org)

📎 **The profile of color separation should be introduced in a file NECESSARILY.**

The introduced profile should correspond with the real color separation. Hardware coordinates of a percentage parity of the abstract paints CMYK can't be interpreted as a colour without colorimetric description - an icc-profile.

Avoid to do a colour correction in CMYK. Keep several CMYK combinations (for example recommended deep black background 60:40:40:100) which can't be received as a result of a color separation in a vector part of a layout.

Do not forget to co-ordinate your programs in color management installations. Do not use the American installations default, color space and SWOP press options which differ from the standard of the press and the paints of European expert group ECI used in Russia.

Do not use default Adobe settings ISO Coated and Euroscale Coated. Color balance of these settings don't responde eurostandart ECI and FOGRA.

Total Ink Limit

TIL should be not more than **330%**. TIL should be not more than **300% for large black plate. Superblack color recommended is 240% (60:40:40:100)**

Additional requirements to vector files

📎 **Vector file in eps-format should not to contain embedded images. Embedded images should have the permission not less than 300 dpi.**

📎 **Using of translucent vector elements of registration should be noted on listing.**

Reverse details

📎 **Reverse text is desirable to do in a vector background using minimal number of paints. Using of reverse details under the raster image is extremely undesirable.**

📎 **Minimal size of reverse text is 6 pt.**

The layouts containing files, not responding technical specifications, will be returned.

Non claiming letter must be attached to the layouts containing raster text or a logo. Claims to quality of a color rendition in the press are not accepted.

📎 ATTENTION

All colorproof must contain control color scale. In case doesn't hold it we will have to change color separation corresponding with received colorproof.

USE ONLY RUSSIAN TEXT!

All text in English, excepting brand, logo, web site, should be translated into RUSSIAN!

IN ACCORDANCE WITH RUSSIAN LAW UPON ADVERTISING ALL LAYOUTS SHOULD CONTAIN THE WORD "РЕКЛАМА"

SIZES OF LAYOUTS



1/2 vertical



1/2 horizontal

ATTENTION!

Models of layouts should be located not closer than **6 mm** from **edge**. Any significant elements of a layout should be settled down **not closer than 5 mm to an edging format and not closer than 12 mm from a back line** are not closer.

KINDLY PAY YOUR ATTENTION THAT WHEN THE MAGAZINE IS OPEN THE LAYOUT IS VISUALLY RESTRICTED FOR APPROXIMATELY 5MM FROM THE GRAIN.