

## Finished advertisements delivered to TIME S.A.

### File preparation

#### 1. We use Adobe CS6 platform

Files created in a higher version should be saved as bitmaps (tiff or jpg).

#### 2. File formats

Vector graphics: AI, EPS.

**We do not accept jobs saved in CDR format!**

**For PDF files and jobs created with COREL DRAW, we accept them at the Client's risk.**

All fonts used in the job need to be converted into curves. Raster graphics elements (photos, shadows, etc.) should be embedded (unlinked) and scaled to 100%. We recommend to flatten the photos, shadows, etc. so that they form a single file element.

**Raster graphics:** EPS, TIFF (uncompressed), JPEG (compressed: quality maximum, possible quality loss of 20%).  
The files listed above without attached colour profile.

**Colour model:** CMYK process colour.

Number of CMYK colours depending on the title (see the table).

If a delivered job uses RGB or PANTONE colours,

**a separation will be conducted** according to the CMYK colour space matrices.

**Colours may vary.**

**Production files without printing registration marks.**

### Advertisement file delivery

#### Accepted data carriers

Płyty CD, DVD. Please provide a clear and detailed description of the disc's content. Delivery address:

**Dział Reklamy TIME S.A.**

**04-187 Warszawa, ul. Dęblińska 6**

**e-mail**

**reklama@se.com.pl**

**The maximum inbox capacity is 10 MB.**

When delivering jobs by e-mail, please comply with format requirements. The file should be compressed with: RAR or ZIP.

#### File server:

**ftp.se.com.pl**

**User: reklama, password: reklama**

All files larger than 10 MB should be uploaded to the FTP server.

**File names must not be longer than 27 characters.**

**Please do not use Polish characters in file names.**

### Please note!

Finished advertisements delivered after the job delivery deadline as specified in the schedule are not subject to claims. TIME S.A. disclaims any liability for incorrectly created files and notifies of possible mismatch between actual and sample colours.

## Materials delivered to TIME S.A. to be used as an advertisement

Advertisements made by TIME S.A. Production Team are based solely on materials delivered by the Client.

**We neither edit advertising content nor use photos owned by TIME S.A.**

### Text

Text in an electronic form should be delivered on a carrier or via e-mail. For content delivered in an electronic form, the following file formats apply: DOC, .ODT, .TXT.

### Brand mark (logo)

Logo in an electronic form delivered on a carrier or via e-mail (AI, EPS file formats). **We do not accept jobs saved in CDR format!**

### Photos

Photos delivered for publication without colour profiles should be minimum 200 dpi and scaled to their actual size in the advertisement.

**Materials (photos, logos) downloaded from websites are usually 72 dpi and are not suitable for printing. We use them only if expressly requested by the Client.**

**We do not accept liability for poor printed image quality.**

### Authorization

**An advertisement created by TIME S.A. will be submitted for authorization by our Sales Representative via e-mail.**

**TIME S.A. disclaims any liability for advertisements it creates based on materials provided by the Client after the deadline specified in the schedule.**

## Technical specifications for newsprint at TIME S.A. Super Express

Scanning resolution	300 dpi
Photo enlargement	max. 150%
Total of C+M+Y+K colours	240%
C+M+Y+K colour coverage	Minimum raster: 5%
	Maximum raster: 85%
Coverage (single-colour print)	Maximum raster: 90% (for black: 90% B + 25% C)
Background coverage	Background raster of max. 20% for one-element positive text with min. coverage of 60% Background raster of min. 60% for one-element negative text (applies to the leading colour)
Type size (single-colour print 100% black)	Minimum size for single-element type: 6 points Minimum size for double-element type: 8 points
Type size (multi-colour print or negative print)	Minimum size for single-element type: 10–11 points Minimum size for double-element type: 11 points
Number of colours (multi-colour or negative type print)	Max. 2 colours for type or background
Font type	For negative prints, use semi-bold or bold fonts.
Minimum line width	From a single CMYK component: 0.5 point From two CMYK components: 2 points
Frames and other thin graphical elements	For black, unless conceived otherwise, the overprint option should be checked.
How to save photos and graphical elements	For colour print: CMYK For black print: greyscale
Opacities, drop shadows	If opacities exist, save the page as bitmap or save the finished job first as PS, and then as PDF.
Inner margin size	TBD
Advertisements	<b>Fonts used in the advertisement to be converted into curves. MANDATORY!</b>
PDF	PDF version: 1.3

**For A4 advertisement printouts with large print coverage areas, select either heatset printing or coldset printing with either offset printing paper or enhanced newsprint paper (with weight of 55 g/sqm or more). When using A4 newsprint paper of 45 g/sqm, it is not possible to achieve the required colour saturation.**

## Technical specifications for newsprint at TIME S.A. Super Express tv

Scanning resolution	300 dpi
Photo enlargement	max. 150%
Total of C+M+Y+K colours	260%
C+M+Y+K colour coverage	Minimum raster: 5%
	Maximum raster: 95%
Type size (single-colour print 100% black)	Minimum size for single-element type: 6 points Minimum size for double-element type: 7 points
Type size (multi-colour print or negative print)	Minimum size for single-element type: 8 points Minimum size for double-element type: 10 points
Number of colours (multi-colour or negative type print)	Max. 2 colours for type or background
Font type	For negative prints, use semi-bold or bold fonts.
Minimum line width	From a single CMYK component: 0.5 point From two CMYK components: 0.75 points
Frames and other thin graphical elements	For black, unless conceived otherwise, the overprint option should be checked.
How to save photos and graphical elements	For colour print: CMYK For black print: greyscale
Opacities, drop shadows	If opacities exist, save the page as bitmap or save the finished job first as PS, and then as PDF.
Inner margin size	TBD
Advertisements	<b>Fonts used in the advertisement to be converted into curves. MANDATORY!</b>
PDF	PDF version: 1.3
Pages for bleed Bleed:	5 mm Elements that do not need to be cut off must be offset from the cut-off line by at least 5 mm.