

# Sending digital advertising material to Plaza Magazine:

## We only accept these file-formats:



High resolution PDF-file with embedded fonts (PostScript-fonts) and high-resolution pictures. (300dpi).



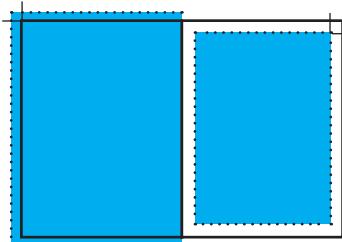
Print optimized, high resolution Eps-file with embedded fonts (PostScript-fonts). (300 dpi)

## ICC or Color Profile:



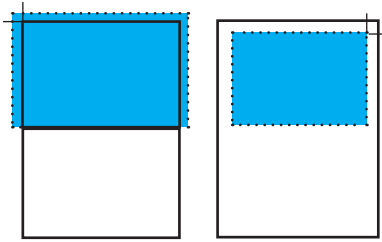
ISO Coated

**Please, check these up, before sending:** Screen 150 lpi, cropmarks, bleedmarks, 3 mm bleed (observe!), high resolution (300 dpi), CMYK-mode images, Postscript-fonts embedded.



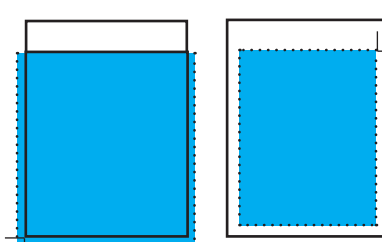
### Crossover Spread:

450 x 298 mm + 3 mm bleed  
Non-bleed: 420 x 270 mm



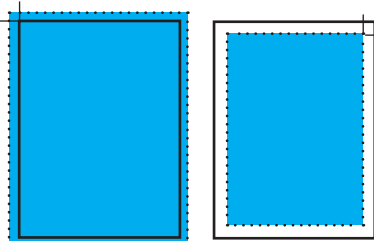
### Half page, horizontal:

225 x 144 mm + 3 mm bleed  
Non-bleed: 210 x 130 mm



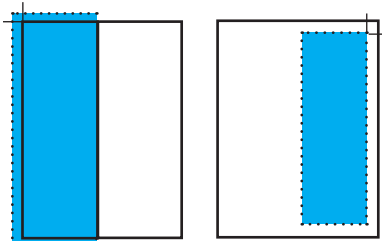
### Cover, back:

225 x 278 mm + 3 mm  
Non-bleed: 205 x 268 mm



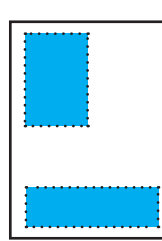
### Full page:

225 x 298 mm + 3 mm  
Non-bleed: 205 x 270 mm



### Half page, vertical:

107 x 298 + 3 mm bleed  
Non-bleed: 100 x 270 mm



### Quarter page:

100 x 130 mm

## How to send it:

### Via Ftp or Web:

To send an ad using FTP, you have to log on to our FTP-server. Please name the file, i.e **BreitlingPlazaMagazine07.pdf** (advertiser, magazine, edition). Always compress the file with Stuffit (Macintosh) or Zip (PC).

**Host: ftp2.plazapublishing.se** (Even Explorer, Safari or similar web program)

**User ID: Annon**s

**Password: abc123**

### Via e-mail:

Send the file to this email adress: [annonns@plazamagazine.com](mailto:annonns@plazamagazine.com).

Notice that the file you are sending by e-mail cannot be larger than 10 Mb and has to be compressed with Stuffit (Mac) or Zip (PC).

### Via mail or delivery:

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### For questions:

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