
ADVERTISING MATERIAL

Print information

Text-face: 184 × 240 mm

Format, trimmed: 275 × 210 mm

Columns: 3

Column width: 58 mm

Column height: 240 mm

Printing: Offset

Screen: 110–133 lines per inch

Advertisements: We prefer digital material to films or originals.

Film: Separated offset negative films. Single color advertisements: art work or film.

Layout: Advertising price includes standard layout.

Production costs: Production costs

may be charged for the production of complicated material. Contact the advertising department for further details.

SPECIFICATION & CHECKLIST FOR DIGITAL MATERIALS

1. Sender

Company: _____

Contact person: _____

Phone: _____

Fax: _____

E-mail address: _____

Date: _____

2. Advertisement

File name:

Issue: _____

Size (mm): width ____ height ____ bleed¹

Colour: 4 colours black _____

Created in: Windows Macintosh

3. File format

File ready for print

- Pdf (created with Adobe Acrobat)
- xAds
- EPS (with included/attached fonts/images)

Advertisement file²

- QuarkXPress
- Adobe PageMaker
- Adobe Indesign
- Adobe Illustrator
- Macromedia Freehand

Other files²

- Microsoft Word
- Microsoft PowerPoint
- Other: _____

4. Sending

Compress material with StuffIt (Mac) or Zip (Win).

Sent by:

- ISDN: Transmission Manager, +46-31-80 97 18-19
- E-mail: lena@shipgaz.com
- CD (per mail)
- ZIP-disc (per mail)
- Other: _____

Fill out and send this form and a copy of the advertisement by fax to +46-31-80 27 50. Contact person at the Scandinavian Shipping Gazette is Lena Sandström, phone +46-31-62 95 76, lena@shipgaz.com.

Please check!

- Correct size in millimetre
- Fonts and images included or attached
- All images in CMYK-colour,
- Correct image resolution: colour/grayscale 266 dpi or more, lineart 600 dpi or more

Technical questions?

Contact Lena Sandström, phone +46-31-62 95 76.

Printer: Elanders Wezäta AB.

More information can be found on our website: www.shipgaz.com/annonsinfo/. You can also download this form in pdf-format.

1. *Bleed:* The advertisement should be 6 mm wider and 6 mm higher than trim size.

2. *Attach images, illustrations and fonts.*