

# DIGITAL SUBMISSION OF ADVERTISEMENTS

Updated 2007-04-04

## REMEMBER:

- that everything must be converted to **CMYK**.
- that everything must be supplied in high resolution, at least 300 dpi.
- to design the advertisement in the format ordered (width x height). Remember to include bleed if required.
- to include fonts (typeface), logotypes, pictures and so forth. In short, ALL supporting documents and files if you are not submitting a finished PDF.
- to supply a content proof.
- to send a color-adjusted trial print. This offers us the opportunity to check the correctness of the colors.
- to label the advertisement with a logical name, for example, company name (advertiser's name).
- to provide information regarding the name of the advertiser and which magazine and issue the advertisement is booked in.

## Delivery options

The advertisements are to be delivered by email or on a CD. Material delivered by email should not be larger than 10MB. Folders containing files sent via FTP or email must be compressed. File names must not include more than eight characters.

FTP address: ftpmtrl2.mentoronline.se  
npt  
mentorhbg

When you upload your material to our FTP, it will not be visible the next time you log in. We process the advertisement material immediately and we will contact you if any problem should arise. If possible, submit a print-ready PDF, in CMYK with 300 dpi. **Inform us when the material is transferred.**

## If you have any questions, please contact:

Linda Granberg  
Tel +46-(0)42-490 19 82, Fax +46-(0)42-490 19 97  
E-mail linda.g@mentoronline.se

### Address for delivery of material:

Mentor Communications AB  
Att Linda Granberg  
Box 601  
SE-251 06 Helsingborg  
Sweden

### Street address:

Landskronavägen 1-3  
SE-252 32 Helsingborg



Mentor Online

## Technical aspects

If possible, submit a print-ready PDF.

### Application software

We work in a MAC environment. We accept material from InDesign, QuarkXpress, PageMaker, Illustrator, Photoshop, Freehand and xAds.

We **cannot** accept material in Coreldraw, Publisher, Excel or PowerPoint files. We can only accept text in a Word file that will then be mounted in Indesign, and this will incur an additional production cost.

### Fonts

Remember to include screen and printer fonts if you do not submit a finished PDF. Always use a real postscript font and select the appropriate Bold font. Do not use the fonts included in the program - Bold, Italics and so forth. If possible, avoid using TrueType fonts.

### Images

All images must be converted to **CMYK**. We can only handle TIFF and EPS images. **N.B. Maximum ink weight is 300%.** Download the correct ICC profile at [www.mentoronline.se](http://www.mentoronline.se) and click on "tidningar." Pictures must be high resolution - 300dpi.

➔ **N.B: the maximum total ink weight must not exceed 300%.**

### Image resolution

The dpi of the saved picture will depend on the distance between the screen lines at printing. We print at 175 lines/inch, which requires a minimum of 300dpi. Line art should have a resolution of between 600 and 1200 dpi.

### Internet images

We do not recommend pictures that are downloaded from the Internet since they have a resolution of only 72dpi, a quality that is too low for printing.

### Color

All colors in the document must be **CMYK** and ready to process. If Pantone colors are used in the advertisement, they must be converted to **CMYK** and ready to process. If they are not converted, we will change the colors prior to printing, which may result in some alterations to the color shades.

### Proofreading

If a content proof of the advertisement is required, we will send it via email, as a PDF file or by fax. Specify the e-mail address or fax number to which you wish the content proof to be sent.

## Allocation of responsibilities

Mentor Communications is not responsible for materials dispatched in a manner which does not comply with these guidelines. Materials delivered in some other form must be processed by the production personnel, and a charge is made to cover this additional production cost. This also includes materials not received by the agreed delivery date. We invoice the advertiser for the additional work involved when handling materials which are not "print-ready."