GADA AUTO 2017
ADVERTISING RATE CARD 2017

ЛИЛИТ | Патрон | COSMOPOLITAN | Latvijas architektūra | Latvijas BŪVNIECĪBA | CETRAS SEZONAS | Nezināma KARA VĒSTURE

lilit | SIN | GEO | COPES LIETAS | NEZINĀMĀ VĒSTURE | Ceļojums Vēsture | LATVIJAS GADA AUTO

Editorial part

spread	1st spread: € 2490 2nd spread: € 1785 3rd spread € 1550 4th spread € 1388 other spreads:€ 1196	3th cover € 989	4th cover € 1785	single page € 786	1/2 page € 580
458 x 297 mm		229 x 297 mm	229 x 297 mm	229 x 297 mm	196 x 136 mm

Advertisement section

1/8 page € 245	1/4 page € 490
96 x 66 mm	196 x 66 mm

Deadlines

	Advertisment booking deadline	On sale
Gada Auto	25.04.2017.	10.05.2017.

Attention!

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.

TECHNICAL REQUIREMENTS

ağentūra **lilita**

WHEN DESIGNING YOUR ADS ON MAC OS

ftp://178.16.16.30
lietotājs: **li_reklama** parole: **LI_reklama**

Designs in jpg format send by e-mail to:
reklama@lilita.lv

Designs on DVD or CD-ROM deliver
to Aģentūra Lilita, 101, Mūkusalas str.
LV1004, Riga, Latvia.

PLEASE ATTACH:
- **a print-out (or send jpg by e-mail)**
- **title**
- **client**
- **name of the designer and
  his/her phone number**

SIZE OF ADVERTISEMENT
- Before designing the ad, please
check the specific sizes of different
ads in different magazines.
- When designing full page and
spread ads leave 5mm bleed.

- **When designing your ads in Adobe Illustrator:**
  a) all texts in *outline* format;
  b) pictures in TIFF format recommended;
  c) fail saved as EPS;
  d) attach all pictures.

- **When designing your ads in Adobe Indesign:**
  a) all texts in *outline* format or all fonts included;
  b) pictures in TIFF format recommended;
  c) file saved using *Package* function.

- **ADS in PDF format:**
  a) accepted only for full page and spread ads;
  b) all texts in *outline* format;
  c) when exporting to PDF, check that:
     Compatibility: Acrobat 4 (PDF 1.3)
     Compression: Zip
     Bleed: 5mm
     Transparency Flattener: High Resolution

- **Pictures:**
  a) in **CMYK**;
  b) 300 dpi;
  c) do not LZW compression for TIFF.

- **Fonts:** *Open Type* fonts are recomended.
- **Fail compression:** Only StuffIt (.SIT), ZIP (.ZIP).

SIZE OF ADVERTISEMENT

- **Gada Auto 2015**
  page size 229 x 297 mm
  (bleed size 239 x 307 mm)

WHEN DESIGNING YOUR ADS ON A PC

- Pictures in TIFF format, CMYK, 300 dpi,
  not compressed;
- Text as outlines *outlines* (*text as curves*);
- Save as Adobe Illustrator (AI) format;
- Attach all pictures.

- **When designing your ads in CorelDraw:**
  before submission, please, do the following:
  1. Convert text as *outlines*.
  2. Save as Adobe Illustrator (AI) format.
  3. Before submission double check
  the exported file!!!

FOR QUESTIONS CALL +371 67061621