GADA AUTO 2018
ADVERTISING RATE CARD 2018

www.lilita.lv   aģentūra **lilita**   LATVIJAS GADA AUTO

AVANT | Патрон | COSMOPOLITAN | Latvijas arhitektūra | Latvijas BŪVNIECĪBA | CETRAS SEZONAS | Nezināma KARA VESTURE

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

Editorial part

	1st spread: € 2490

1st spread: € 2490
2nd spread: € 1785
3rd spread   € 1550
4th spread   € 1388
other spreads:€ 1196

spread
458 x 297 mm

3th cover
€ 989
229 x 297 mm

4th cover
€ 1785
229 x 297 mm

single page
€ 786
229 x 297 mm

1/2 page
€ 580
196 x 136 mm

Advertisement section

1/8 page
€ 245
96 x 66 mm

1/4 page
€ 490
196 x 66 mm

Deadlines

	Advertisment booking deadline	On sale
Gada Auto	15.05.2018.	29.05.2018.

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

aģentūra **lilita**

SUBMISSION OF READY ADS

ftp://78.28.250.94
lietotājs: **li_reklama** parole: **LI_reklama**

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

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 ON MAC OS

- **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 2018**
  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