

## SUBMISSION OF READY ADS

**ftp://78.28.250.94**

user: **li\_reklama** password: **LI\_reklama**

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

Designs on DVD or CD-ROM deliver to Agentūra Lilita, 21, Merķeļā str., LV 1050, 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.

## SIZE OF ADVERTISEMENT

- **Лилит, Lilit** (in latvian), **Latvijas Arhitektūra, Latvijas Būvniecība**  
page size 229 x 297 mm  
(bleed size 239 x 307 mm);
- **Copes Lietas, Patron**  
page size 210 x 297 mm  
(bleed size 220 x 307 mm);
- **SIN** page size 217 x 283 mm  
(bleed size 227 x 293 mm);
- **GEO** page size 213 x 270 mm  
(bleed size 223 x 280 mm).
- **Nezināmā Vēsture, Nezināmā Kara Vēsture, Ceļojums Vēsturē**  
page size 230 x 297 mm  
(bleed size 240 x 307 mm).
- **Četras Sezonas**  
page size 220 x 300 mm  
(bleed size 230 x 310 mm).

## 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 recommended.

### ● Fail compression: Only Stuffit (.SIT), ZIP (.ZIP).

## 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!!!