

# TECHNICAL REQUIREMENTS

## SUBMISSION OF READY ADS

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

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

## SIZE OF ADVERTISEMENT

- **Лилит, Lilit** (in latvian)  
page size 220 x 297 mm  
bleed size 230 x 307 mm  
**Лилит Look, Lilit Look,**  
**Latvijas Architektūra, Latvijas Būvniecība**  
page size 229 x 297 mm  
bleed size 239 x 307 mm
- **Сорес Lietas, Клёвые Дела, Patron**  
page size 210 x 297 mm  
bleed size 220 x 307 mm
- **geo, Baltic Bussines Quartely**  
page size 213 x 270 mm  
bleed size 223 x 280 mm
- **Nezināmā Vēsture, Nezināmā Kara Vēsture,**  
**Kā Tas Strādā**  
page size 230 x 297 mm  
bleed sizes 240 x 307 mm

## WHEN DESIGNING YOUR ADS ON A PC

### ● Pictures:

- a) in CMYK;
- b) 300 dpi;
- c) not compressed;
- d) attach all pictures

### ● Text: as outlines outlines (text as curves);

### ● Save as: Adobe Illustrator (ai) format;

### ● When designing your ads in CorelDraw:

- before submission, please, do the following:
  - a) convert text as outlines.
  - b) save as Adobe Illustrator (AI) format.
  - c) before submission double check the exported file.

**FOR QUESTIONS CALL +371 67061621**