

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, Lilita** (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**
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
page size 210 x 297 mm
bleed sizes 220 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.