

TECHNICAL SPECIFICATIONS

for placing advertisements in publications of MURATOR S.A. in 2011

Print-ready advertisements submitted to the MURATOR S.A.

I. File preparation

1. File formats

No files will be accepted if saved or created in COREL DRAW!

Vector graphics: EPS file format – all fonts used must be converted to curves.

Raster graphics: EPS, TIFF, JPEG formats (maximum quality loss up to 20%).

Typesetting: InDesign CS, CS2 for Macintosh (the file should be provided with all fonts and graphics attached).

Colour model: CMYK process colours are required.

Separation based on CMYK colour space tables will be carried out for files in RGB or PANTONE colours. Colours will be changed.

Black solids must have a 40% Cyan underlay.

Resolution: lineart 600 dpi, greyscale and CMYK 300 dpi.

2. Bleed

In the case of whole-page bleed ads, allow 5 mm for bleed. Graphics and text to be at least 8 mm from the trim line.

On the first opening page in *Architektura* monthly, graphics and text to be at least 10 mm from the trim line.

3. Text

Reversed-out or solid ink text with type size of less than 10 points should be single typeface, not less than 8 points. Black text should only contain C = 0%, M = 0%, Y = 0%, K = 100%. Otherwise the text will be mismatched. Black text on tint areas, halftone illustrations, large solids must always be overprinted.

4. Lines

Minimum thickness of lines for line-work originals: monochrome on a white background – min. 0.25 mm, reversed-out – min. 0.5 mm, four colours – min. 0,8 mm.

5. Spread format

2 x 1/1 page format width, for each of the above titles.

6. In designing spread ads, please take into account the type of binding for the title concerned. For glued spines allow min. 5 mm for trimming, for bound spines – no trimming. When designing ads, please pay special attention to spreads: cover + first opening page and bleed image spreads (to be prepared in accordance with a scheme supplied by the Advertising Office Consultant).

The above scheme does not guarantee that the image will be aligned perfectly at the spine. It is only an attempt to eliminate image fading at the gutter when a glued-spine copy is not fully opened.

II. Naming conventions:

The file should be named in an unambiguous way, e.g. a file with an xxx advertisement for Murator 3/2011 should be named mur03_2011_XXX.

Files containing advertisements with unclear names, which fail to identify the magazine in which the ad is to appear, will be rejected.

III. Submission of an ad file

1. Acceptable media

CD's, DVD's, Please describe the content of the specific medium in a clear and precise manner.

No advertisements will be accepted on negatives.

2. Internet: e-mail: produkcja@murator.com.pl

When submitting material by e-mail, please observe the format guidelines. The file should be compressed by any of the following programs: Stuff-It, ARJ, RAR, ZIP, Disk Doubler or using internal compression methods (JPEG, LZW, etc.)

The maximum capacity of the mailbox is 5 MB.

3. File server: ftp.murator.com.pl, folder: produkcja, folderz: wrzucaj

User: ftp, password: murator@

Important! We use this facility only to download and store advertising material and ads.

Please upload files greater than 5 MB onto the ftp server. File name may not contain any Polish letters or special characters. For suggested naming convention please see Section II.

All ad files sent by e-mail or ftp must be accompanied by a pictorial file with register marks (showing ad position on the page) in jpg or pdf format, sent to: ftp_reklama@murator.com.pl together with identification of the title for which the ad is intended, the issue (e.g. Zdrowie 2/2011) and contact details – full name and telephone number of the person responsible for advertising in case of any problems with the file.

4. Printouts

A hardcopy must always be attached to a medium or sent separately for a file delivered by email. The printout should carry a legible filename (e.g. mur02_2010_XXX) and the address from which the file has been mailed. The entire project printout should be made at 1:1 scale. **Where an ad is sent by email of ftp, a pictorial file or printout must also be delivered.**

NO CLAIMS WILL BE ACCEPTED in the event of failure to meet the above requirements (incorrect file name, no pictorial file or printout).

MURATOR S.A. will endeavour to obtain a printed colour that is as close to the customer's colour sample as possible, provided that it is compatible with MURATOR's proof, which is calibrated with the printing unit.

IMPORTANT!

No claims will be accepted for print-ready advertisements submitted after the advertising material submission deadline specified in the schedule.

Claims concerning the colour of a printed advertisement will be considered only when a digital proof made according to the standards adopted by MURATOR S.A. is submitted with such print-ready advertisement. MURATOR S.A. will prepare a digital proof at the customer's prior request. MURATOR S.A. will not be liable for any incorrectly prepared files and hereby makes the customer aware of the possibility of colour differences arising in relation to colour samples.

If in doubt, please contact the Production Department of MURATOR S.A. on (+48) 22 59 05 341, 59 05 467, 59 05 237.

Advertising material should be submitted to the Production Department of MURATOR S.A.

04-187 Warsaw, ul. Dęblińska 6, tel. (+48) 22 59 05 467;

e-mail: produkcja@murator.com.pl, ftp.murator.com.pl, user: ftp; password: murator@, folder produkcja/wrzucaj

TECHNICAL SPECIFICATIONS^{NO.....}

for placing advertisements in publications of MURATOR S.A. in 2011

Material submitted to the MURATOR S.A. for production of an advertisement

1. Text

Text in the electronic form on a carrier or sent per e-mail, or in the form of a typescript or manuscript (legible with indications marked). Material submitted in the electronic form will be in one of the following file formats: ASCII, MacWrite, MS Word 6.0.

2. Trademark (LOGO)

Logo in the electronic form on a carrier or sent per e-mail (Macintosh platform with fonts converted to curves, colours in CMYK), or as a paper printout (letterhead, business card – with a description of the colours in CMYK and font identification).

3. Pictorial material

Pictorial material in the form of:

- slides (respectively, coloured or black and white),
- photographic paper prints (glossy paper),
- printouts from folders or graphics and drawings by hand.

We do not accept negatives.

4. Original copies should:

- be clean, crease-free,
- have proper sharpness,
- be well-exposed (slides).

5. Material made by hand (drawings, graphics etc)

Should be carried out on a flexible ground within visible texture to avoid its reproduction.

6. Size

- the maximum size of original copies on flexible ground – 450 x 450 mm,
- the maximum size of original copies on inflexible ground (e.g. cardboard) – 210 x 297 mm

IMPORTANT:

The maximum insert format should be a 1/1 page format less 10 mm on each side for all the above titles.

Unless provided to the contrary in the agreement, the Ordering Party is obliged to deliver with its own expense its ready advertising material, developed in accordance "Technical Specifications" for a given title of the Murator S.A., on a date specified therein, to the Production Department of the Murator S.A. (04-187 Warsaw, ul. Dęblińska 6). Advertising material deliveries are accepted on week days between 9.00 am and 8.00 pm.

Murator S.A. is not liable for quality of advertising material published if submitted after the deadline.

Valid "Technical Specifications" are available in the Advertising Office of the Murator S.A. at ul. Dęblińska 6, Warsaw. The Ordering Party may order placement of an advertisement only in a size corresponding to the format acceptable for a given title of the Murator S.A.

Whenever a repeated placement of an ad is ordered, the Murator S.A. will publish the last submitted advertising material. The Ordering Party should notify the Murator S.A. of any intended changes to the advertisement design before the deadline specified in the schedule for submission of the advertising material. In the event that the Ordering

7. Original copy zooming

- **slides** – zooming should not exceed 1000% (MURATOR is able to zoom an original copy up to 3000%, yet a significant loss of quality has to be taken into account)
- **prints, ready printed material (e.g. leaflets, folders etc)**
- 100% reproduction (no zooming)

8. Special orders

Original copies which require special processing (touch-up, trick editing) must be described in a clear and accurate manner.

9. Authorization

An advertisement produced by MURATOR S.A. will be e-mailed or faxed in order to obtain an authorization. Objections in a written form or acceptance of the design should be submitted within 3 days as from the delivery of such advertisement by Murator S.A.. Unless objections are submitted in writing by the Ordering Party within 3 days as from the delivery of the advertisement design by MURATOR S.A., it will be deemed that the design has been accepted unconditionally. In the event that the submission deadline for material to be used in production of the advertisement is not met, MURATOR S.A. will not be obliged to submit the produced advertisement for acceptance.

No claims will be accepted for advertisements produced by MURATOR S.A. from material submitted by the customer after the deadline specified in the schedule.

Party wishes to have the submitted advertising material (original copy, including the carrier) returned after use, the Ordering Party must make such reservation in the agreement. If such reservation is made, the advertising material will be returned immediately upon expiry of the period specified for assertion of claims due to defects of the material published, if any. Otherwise, the material will not be returned by the Murator S.A.

Murator S.A. reserves the right to mark the advertisements (pages purchased or parts thereof), e.g. with an inscription ADVERTISEMENT.

Murator S.A. is obliged to produce a publication with the highest printing quality available to it.

Murator S.A. is not liable for the contents of the advertisements published.

The Customer does hereby declare that no rights to trademarks, trade names, trade secrets, distribution or publishing rights, copyrights or publishing rights are violated by submission of the advertising material and particularly that while submitting the text and pictorial material (drawings, photos etc), the Customer does so with a permission of the author to dispose of the work to the extent required for performance of the agreement. The above provisions apply respectively to use of image in the advertising material submitted.

Please follow the specifications for preparation and sending of files to the MURATOR S.A., if in doubt please contact us on:
022 59 05 118, 59 05 237, 59 05 467

Advertising material should be submitted to the Production Department of MURATOR S.A.

04-187 Warsaw, ul. Dęblińska 6, tel. (+48) 22 59 05 467;

e-mail: produkcja@murator.com.pl, [ftp.murator.com.pl](ftp://murator.com.pl), user: ftp; password: [@](mailto:murator), folder produkcja/wrzucaj

TECHNICAL SPECIFICATIONS

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Advertisement formats (net – after trimming). 5 mm bleed should be allowed on each side for bleed advertisements.

I. „Murator” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	203	275
I/1 kreda bleed	198	275
I/2 vertical bleed	100	275
I/2 horizontal bleed	203	131
I/2 horizontal	176	116
I/2 vertical	85	237
I/4 vertical	85	116
I/4 horizontal	176	55
I/8 horizontal	85	55
junior page bleed	131	177

2. Regional supplements to „Murator” monthly (Mazowiecki, Śląski, Łódzki) – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	203	275
I/1 strona startowa page mirror	176	234
I/1 strona tytułowa page mirror	176	198
I/4 horizontal page mirror next to index	91	77
I/2 horizontal page mirror	176	115
I/2 vertical page mirror	86	234
I/4 horizontal page mirror	176	55,5
I/4 vertical page mirror	86	115
I/8 horizontal page mirror	86	55,5

3. Supplement to Muratora Mazowieckiego – saddle-stitching

	Width (mm)	Height (mm)
I/1 bleed	192	265
I/2 horizontal page mirror	172	114,3

4. „Murator” – special issues – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	203	275
I/1 page mirror	174	233
I/2 vertical bleed	98	275
I/2 vertical page mirror	84	233
I/2 horizontal page mirror	174	114
I/2 horizontal bleed	203	135
I/4 horizontal page mirror	174	54,5
I/4 vertical page mirror	84	114

5. „Zrób to sam” – saddle-stitching

	Width (mm)	Height (mm)
I/1 bleed	203	275
I/1 page mirror	174	230
I/2 vertical page mirror	84	230
I/2 horizontal page mirror	174	112
I/4 horizontal page mirror	174	53,7
I/4 vertical page mirror	84	112

6. „M jak mieszkanie” – perfect binding „M jak mieszkanie” – special issues – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	225	286
I/2 vertical bleed	107	286
I/2 horizontal bleed	225	143
I/3 vertical bleed	75	286
I/3 horizontal bleed	225	207,2
I/4 vertical bleed	107	143
I/4 horizontal bleed	225	71,5
junior page bleed	142	200

7. „Dobre Wnętrze” – perfect binding Numery Specjalne „Dobre Wnętrze” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	230	295
I/2 vertical bleed	110	295
I/2 horizontal bleed	230	125
I/3 vertical bleed in the editorial part	79	295
2/3 bleed at the footer	145	295
I module	60	60
business card	60	17
business card	60	17

8. Moje Mieszkanie – saddle-stitching

	Width (mm)	Height (mm)
I/1 bleed	210	280
I/2 vertical bleed	105	280
I/2 horizontal bleed	210	140
I/3 vertical bleed	70	280
I/3 horizontal bleed	210	90
I/4 vertical page mirror	90	125
junior pagemirror	123	170

9. Dom z Pomysłem – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	210	280

10. „Zdrowie” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	180	232
I/2 vertical bleed	87	232
I/2 horizontal bleed	180	113
I/3 vertical bleed	60	232
I/3 horizontal bleed	180	74
I/4 vertical bleed	87	113
I/4 horizontal bleed	180	57
junior page	111,5	146
special format	98,5	134
special format	111,5	106
special format	47	126
I module – an all-in-line guide	34,5	46

11. „M jak mama” – saddle-stitching

	Width (mm)	Height (mm)
I/1 bleed	210	280
I/2 vertical bleed	103	280
I/2 horizontal bleed	210	138
I/3 vertical bleed	72	280
I/4 vertical bleed	102,5	138
I/4 horizontal bleed	210	70
module	57	59
junior page bleed	134	207

12. „Zbuduj dom” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	210	278
I/2 horizontal bleed	210	139
I/2 horizontal page mirror	183	122
I/2 vertical bleed	101	278
I/2 vertical page mirror	89	241
I/4 vertical page mirror	89	118
junior page bleed	150	195

13. „Podróże” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	230	270
I/3 vertical bleed	86	270
I/3 horizontal bleed	230	90
I/2 vertical bleed	111	270
I/2 horizontal bleed	230	132
I/4 horizontal bleed	230	66
junior page	148	180
I module – business card	64	57

14. „Podróże polecają” – saddle-stitching

	Width (mm)	Height (mm)
I/1 bleed	187	270
I/2 horizontal bleed	187	132
I/2 vertical bleed	92	270
I/3 horizontal bleed	187	88
I/3 vertical bleed	60	270
I/4 horizontal page mirror	160	56
I/4 vertical page mirror	38	244
I/8 horizontal page mirror	78	56

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e-mail: produkcja@murator.com.pl, [ftp.murator.com.pl](ftp://murator.com.pl), user: [ftp](ftp://murator.com.pl); password: [murator@](ftp://murator.com.pl), folder [produkcja/wrzucaj](ftp://murator.com.pl)

15. „Podróże. Sport & Rekreacja” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	201	275
I/2 horizontal page mirror	163	115
I/2 vertical page mirror	79,5	234
I/4 vertical page mirror	79,5	115

16. „ARCHITEKTURA-murator” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	230	300
I/1 glossy bleed	220	300
I/2 vertical bleed	113	300
I/2 horizontal bleed	230	148
I/3 horizontal bleed	230	100
junior page bleed (bottom only)	139	179

Formaty modułów

I/2 horizontal bleed	230	148
I/3 horizontal bleed	230	97
I/3 vertical bleed	74	300
I/4 horizontal bleed	230	72
I/4 vertical bleed	113	148
2/3 horizontal	230	199
2/3 vertical	152	300

17. „Architektura od wnętrza” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	210	297

18. „Żagle” – perfect binding**„Jachty motorowe” – perfect binding**

	Width (mm)	Height (mm)
I/1 bleed	215	290
I/2 horizontal bleed	215	135
I/2 vertical bleed	99	290
I/3 vertical bleed	71	290
I/3 horizontal bleed	215	96
I/4 horizontal bleed	215	74
junior page	133	192

19. „Jachty żaglowe i motorowe 2010” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	230	295
I/2 horizontal bleed	230	147
I/4 horizontal bleed	230	74

20. „Urządzamy dom i mieszkanie”, „Inwestycje Budowlane” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	230	295
2/3 horizontal page mirror	196	163,5
I/3 horizontal page mirror	196	77,7
I/2 vertical page mirror	94	249,2

21. „Dobry Wybór”

	Width (mm)	Height (mm)
I/1 bleed	230	295
2/3 horizontal bleed	230	184
I/2 horizontal bleed	230	141
I/2 vertical bleed	114	295
I/3 horizontal bleed	230	97

22. „Dziecko, zakupy i my” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	203	275

Formaty reklam na stronach redakcyjnych

I/2 horizontal bleed	203	130
I/3 horizontal bleed	203	91
I/2 vertical bleed	98	275
I/3 vertical bleed	69	275
I/4 vertical bleed	98	130
I/4 vertical page mirror	86,5	118,5

Formaty reklam na stronach prezentacji

I/2 horizontal page mirror	179	119
I/2 vertical page mirror	87	242,5
I/4 vertical page mirror	87	119

23. „MURATOR Projekty Domów” – perfect binding „Katalog Budynków Inwentarskich i gospodarczych” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	230	300
I/2 strony horizontal bleed	230	146
I/2 strony horizontal page mirror	210	134
I/2 strony vertical bleed	111	300
I/2 strony vertical page mirror	101	276
I/4 strony vertical page mirror	101	134
I/4 strony vertical bleed	111	146

24. „INFORMATOR BUDOWLANY-murator” „INFORMATOR INSTALACYJNY-murator” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	187	275
I/2 vertical page mirror	76	249
I/2 horizontal page mirror	163	120

25. „INFORMATOR ROLNICZY-murator” – perfect binding

	Width (mm)	Height (mm)
I/1 bleed	187	275
I/2 vertical page mirror	80	250
I/2 horizontal page mirror	166	122
I/3 vertical page mirror	52	250
I/3 horizontal page mirror	166	80
I/4 vertical page mirror	80	122

26. „BUDOWNICTWO SPORTOWE PRODUKTY I TECHNOLOGIE”

– saddle-stitching

	Width (mm)	Height (mm)
I/1 bleed	187	275

27. „Minikatalog Urządzamy Dom i Mieszkanie” – dodatek do Dobrego Wnętrza

	Width (mm)	Height (mm)
I/1 bleed	210	145

28. „Wnętrza komercyjne” – perfect binding

	szer. (mm)	wys. (mm)
I/1 bleed	230	295

Formats of advertisements on presentation pages

I/1 page mirror	200	262
I/2 horizontal page blade	230	138
I/2 horizontal page mirror	200	129
I/4 horizontal page blade	230	70
I/4 horizontal page mirror	200	61

Formats of advertisements in design section

I/1 page mirror	200	248
I/2 horizontal page mirror	200	129

Formats of advertisements in design section

I/1 page mirror	200	263
2/3 horizontal page mirror	200	173
2/3 horizontal page bleed	230	182
I/2 vertical page mirror	96	263
I/3 horizontal page mirror	200	82,5
I/3 horizontal page bleed	230	91,5