viivilla

Instructions for advertisment Vi i Villa Sweden

This instruction for advertisment is available for downloading at: www.viivilla.com/annonsmaterial

Ad´s ready for print
We prefer printworthy pdf-files, set with PDF-version 1.6. When exporting from Indesign, the settings should be: Standard: PDF/X-4: 2010 Compatibility: Acrobat 7 (PDF 1.6). In older versions than InDesign 5.5, the settings should be: Standard: (None) Compatibility: Acrobat 7 (PDF 1.6). When standard is (None), it´s important to put text layers above the image layers. Otherwise it´s a risk that the text covered by the pictureframe will be effected by the pictures settings when ripping and transform into text with 4-colors.

Inkluded pictures/logos must be in high resolution (300dpi) in CMYK-colors and in eps or tiff format. For linearts the resulotion should be 1200 dpi. If you use overprinting, please make sure it's checked and looks OK. We don't check for overprinting.

Colors: Everyting in the ad must be in CMYK-colors, but make sure that black text only contains black color. Black comprehensive areas should be mixed 100% black + 50% cyan for best result. Lowest printeble greytone: Whitepoint 5%, blackpoint 95%.
Warning! Pantonecolors convert automaticly to CMYK colors and will ofen lose their original colortone in print.
Note: Negative texts/frames/lines in colored pattern has a tendency to merge together. We recomend usage of minimum linewidth of at least 0,25 mm. The more colors that is used in the pattern, the stronger the tendency is for the texts/frames/lines to mergin together.

Colorprofile: ICC-profiles can be downloaded from our website: **www.viivilla.com/annonsmaterial**.
Nationwide ads with blackchanges + regional ads sets in: SC-paper-eci.icc. Coverpages + booklets sets in: ISOcoated_v2_300_eci.icc. Nationwide ads without blackchanges + torget sets in: PSR_SC_STD_V2_PT.icc.

Approved colorproof shall be here same day as deadline for the ad. The colors on the colorprof must have equivalent colorvalue as the digital ad. If approved colorprof is missing, there can´t be any complains about the colors in the ad.

Blackchanges: Make a pdf with layers, where the color ad is named GROUND. The layers with adresschanges shall be named with letters for each region (see region letters on: www.viivilla.se - våra produkter - print - click on the link under region). Blackchanges may contain only black color. Blackchanges containing more then one region, shall be named with letters for each region with comma between.

Example: ABn,ABs,C,T,U. You create the layers already in Indesign and export with above-vritten settings for pdf:s. When exporting, make sure that you choose Create Acrobat Layer in the settings. If the Ad is with bleed, make the bleed with 3 mm without crop/registration marks. See guide with exempels how to do on: www.viivilla.com/annonsmaterial (swe).

Ad sizes
It´s important that the ad is made with exact adformat. Ad´s with bleed shall be made with 3 mm bleed in all directions without crop/registration marks.

Ad´s with bleed shall not have text closer then 5 mm from the cutted format.

1/8	42 x 122 mm	alt 89 x 59 mm
1/4	89 x 122 mm	
1/2	89 x 249 mm	alt 183 x 122 mm
1/1	203 x 273 mm	+ 3mm Bleed
2/1	406 x 273 mm	+ 3mm Bleed
Replycards	203 x 195 mm	+ 3mm Bleed

How to send your ad
To send your ad, enter our website:
http://viivilla.com/materialinlamning/
or send it by e-mail to: **annons@viivilla.se**

Your ad must be here no later then deadline!

E-mail: annons@viivilla.se